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President Orders Press Ownership Study

Mellett to Direct Survey; White House Move to Change Law Speculated

By SOL TAISHOFF

TAKING an active interest in the regulatory plight of commercial broadcasting growing out of the FCC's all-front assault, President Roosevelt has assigned Lowell Mellett, his chief public relations advisor, to a study of the effect of newspaper ownership of broadcast stations upon general broadcast service.

This development comes on the heels of the FCC's latest foray into the business of broadcasting, reflected in its order of March 19 for an inquiry to determine whether joint control of newspapers and stations tends to result "in impairment of radio service." The immediate effect of this order was to suspend all pending applications by newspapers for facilities, whether standard or FM, and to cast a pall over the future of broadcasting.

No announcement came from the White House but word of the Mellett assignment has reached outside sources. Head of the office of Government Reports and one of the executive assistants to the President, Mr. Mellett is an experienced newspaper executive. He is the former editor of the *Washington News* and the Scripps-Howard Newspaper Alliance. In his present post he is the chief press and radio information officer of the Government.

Ethridge Confers

Unofficial disclosure of revived Administration interest in radio regulation came shortly after Mark Ethridge, vice-president and general manager of the *Courier-Journal* and *Louisville Times*, which operate WHAS, had conferred with the Chief Executive in behalf of newspaper - owned stations. Mr. Ethridge was at the White House on April 3 in his capacity as chairman of the group of newspaper-owned stations organized informally to resist any FCC move to bring about divorcement of newspapers from station ownership.

Following this visit, speculation developed over a possible White House move to foster new legislation to reorganize the FCC and clearly delineate its functions [BROADCASTING, April 7]. It is presumed the Mellett study will be awaited before the President determines his position. Two years ago, Mr. Roosevelt, in identical letters to Chairman Wheeler of the Senate Interstate Commerce Committee, and Chairman Lea of the House Interstate & Foreign Commerce Committee, urged reorganization of the FCC, with a reduction in its personnel from seven to three, along with the writing of new substantive law with provisions "so clear that the new administrative body will have no difficulty in interpreting or administering them."

The scope of Mr. Mellett's inquiry is conjectural. It is assumed it will cover all of the purported abuses of newspaper - ownership. With nearly 300 stations owned by or to some extent identified with station operation, major criticism within the Government has been the alleged threat of development of "monopolies" of the most important media in the moulding of public opinion.

LOWELL MELLETT

It is thought the study will cover such items as the effect of joint ownership of newspapers and stations in the same market upon competitive stations; instances in which unfair competition is alleged to result when such combinations sell space and time at special discounts; use of microphone to project editorial opinions of the parent newspaper, and sundry other charges leveled against combined operations.

Possibly the most difficult issue to be met will be that of ownership of the only station in a particular community, usually small, by the only newspaper in the city. The FCC figures there are 90 such localities.

Meanwhile, Mr. Ethridge moved forward with plans to disprove the notions of the FCC majority that there is evil in newspaper ownership of stations. He named a com-

Named by Ethridge to Newspaper-Radio Committee . . . .

A COMMITTEE of 44 publishers and newspapermen identified with broadcast station ownership or with pending applications was named April 9 by Mark Ethridge, vice-president and general manager of the *Courier-Journal* and *Louisville Times*, to consider the course to be followed in meeting the FCC's newspaper-divorcement inquiry order. The committee will meet April 20 at the Waldorf-Astoria, New York, and a steering committee of five to seven will be named.

A general meeting of publishers who own stations or have stock interest, or who have applications pending, will be held in New York April 22 during the sessions of the American Newspaper Publishers Assn. Following is the membership of the Ethridge Committee:

ALABAMA—Harry M. Ayers, *Anniston Star* (WHMA); James Chappell, *Birmingham News* (WSGN).

ARIZONA—Charles A. Stauffer, *Phoenix Arizona Republic* and *Gazette* (KTAR, KVOA, KYUM).

ARKANSAS—W. C. Allsop, *Little Rock Arkansas Democrat* (KLRA, KGHI).

CALIFORNIA—Guy Hamilton, McClatchy Newspapers (*Sacramento Bee, Fresno Bee, Modesto Bee*) and radio stations (KFBK, KMJ, KERN, KWG, KOH).

CONNECTICUT—W. J. Pape, *Waterbury Republican* and *American* (WBRY).

DISTRICT OF COLUMBIA — Eugene Meyer, *Washington Post* (applicant for FM); Sam Kauffmann, *Washington Star* (WMAL).

FLORIDA—Ralph Nicholson, *Tampa Times* (WDAE); Truman Green, *Tampa Tribune* (WFLA).

GEORGIA—James M. Cox Jr., *Atlanta Journal* (WSB, WHIO, WIOD).

ILLINOIS—E. H. Antrim, *Chicago Tribune* (WGN).

INDIANA—F. A. Miller, *South Bend Tribune* (WSBT-WFAM).

KANSAS—Marco Morrow, Capper Publications (*Topeka Capital, Kansas City Kansan*, WIBW, KCKN); Gene Howe, *Atchison Globe* (also *Amarillo Globe & News* and other Texas dailies, KGNC, KFYO, KRGV, KTSA).

LOUISIANA—C. P. Manship, *Baton Rouge Advocate* and *State Times* (WJBO); John Ewing, *Shreveport Times* (KWKH-KTBS).

MAINE—Guy P. Gannett, *Portland Press-Herald* (WGAN).

MASSACHUSETTS — George F. Booth, *Worcester Telegram & Gazette* (WTAG).

MICHIGAN—W. J. Scripps, *Detroit News* (WWJ).

MINNESOTA—Gardner Cowles Jr., *Minneapolis Star-Journal* (Iowa Broadcasting System and *Des Moines Register & Tribune*, KSO, KRNT, WMT, WNAX).

MISSOURI—Roy Roberts, *Kansas City Star* (WDAF); George M. Burbach, *St. Louis Post-Dispatch* (KSD); Elzey Roberts, *St. Louis Star-Times* (KXOK, KFRU).

MONTANA—O. S. Warden, *Great Falls Tribune* (KFBB).

NEBRASKA—H. Doorley, *Omaha World-Herald* (KOWH).

NEW YORK—A. H. Kirchhofer, *Buffalo Evening News* (WBEN, WEBR); Charles McCabe, *New York Mirror* (Hearst Newspapers and radio stations, WINS, WCAE, WBAL, WISN, KYA); Jack Howard, Scripps-Howard newspapers and radio stations (WCPO, WMC, WMPS, WNOX).

NORTH CAROLINA—Don Elias, *Asheville Citizen* and *Times* (WWNC); Gordon Gray, *Winston-Salem Journal* and *Twin City Sentinel* (WSJS).

NORTH DAKOTA—Norman Black, *Fargo Forum* (WDAY).

OHIO—Hulbert Taft, *Cincinnati Times-Star* (WKRC).

OKLAHOMA—E. K. Gaylord, *Oklahoma City Oklahoman* and *Times* (WKY, KLZ, KVOR).

OREGON — Sheldon Sackett, *Marshfield Coos Bay Times* (KOOS); Palmer Hoyt, *Portland Oregonian* (KGW-KEX).

PENNSYLVANIA—John E. Person, *Williamsport Sun* (WRAK).

SOUTH CAROLINA—Roger Peace, *Greenville News* and *Piedmont* (WFBC).

TEXAS—Amon Carter, *Fort Worth Star-Telegram* (WBAP, KGKO).

UTAH—J. F. Fitzpatrick, *Salt Lake Tribune* (KSL).

VIRGINIA — Tennant Bryan, *Richmond News-Leader* (WRNL).

WEST VIRGINIA—J. H. Long, *Huntington Advertiser* and *Herald-Dispatch* (WSAZ).

WISCONSIN—Walter Damm, *Milwaukee Journal* (WTMJ).

WYOMING—Tracy S. McCracken, *Wyoming Eagle* and *Wyoming State Tribune & Leader* (KFBC).

mittee of 44 publishers and newspapermen identified with radio either through ownership, stock interest or who have applications pending (see list on page 9). He called a meeting of this committee at the Waldorf-Astoria, New York, on Sunday afternoon, April 20, "to consider the course of the newspaper publishers owning radio stations." From this group a small steering committee, probably of five to eight outstanding personages, will be selected to undertake the immediate task of planning for the yet unscheduled hearing.

The meeting was called for the particular time and place because most of the members will be in New York to attend the annual convention of the American Newspaper Publishers Assn. Mr. Ethridge has called a second meeting of the some 300 publishers identified with radio for 2 p.m. April 22 at the Waldorf-Astoria, during the ANPA sessions.

The big committee was selected as representative of the various elements in newspaper ownership, both geographically and by classification. There are representatives of small non-network stations; of group-owned stations; of large network-affiliates, and of prospective station operators, who have applications on file at the FCC for both standard and FM stations.

No Hearing Date Set

The group may not organize formally, since it is the view of FCC General Counsel Telford Taylor that such a step is not essential. It has decided definitely, however, to prepare for the impending inquiry. Legal, engineering and economic counsel probably will be retained in due course. Since the precise date of hearing has not yet been set, and since the actual issues to be met have not been enumerated in a notice of hearing which must be forthcoming at least a month prior to the hearing, no great haste is indicated in actually preparing the case.

The White House intervention evidenced in the assignment to Mr. Mellett may have the effect of slowing down the FCC in setting a hearing date. Moreover, the Commission is still in the throes of final consideration of its explosive network-monopoly report, pending for more than two years, with indications that it won't complete the job until early in May whereas its last deadline was April 15. It hopes to tackle final rules on television and clear up the rather muddled FM allocations, entirely apart from the newspaper-ownership aspects of that new medium, before clearing the decks for the newspaper-divorcement investigation.

Thus far, it is reported, few deviations from the original network-monopoly draft have resulted during the bi-weekly executive sessions of the FCC on the network-monopoly report. The major conclusions, striking at exclusive network affiliation contracts, optioned time, dual network operation of NBC, and other more basic considerations, it is indicated, have not yet been covered. The question of FCC jurisdiction, challenged by virtually all of the respondents but MBS during the hearings, also is covered in a final chapter, submitted last week. It is believed the FCC majority will sustain the law department's contention of jurisdiction under the Communications Act, with Commissioners Craven and Case dissenting as they have on most vital policy considerations.

Quick Action Possible

Mr. Ethridge was in Washington April 8 and conferred with Senator Wallace White Jr., (R-Me.), ranking minority member of the Senate Interstate Commerce Committee, who has a draft bill for reorganization of the FCC into a three-man agency. Senator White left the city that day and is expected to return April 15 when he proposes to confer with Chairman Wheeler regarding introduction of a joint bill for revamping the Commission, which probably would serve as the basis for a fact-finding study by a subcommittee.

Should the President, following Mr. Mellett's study, conclude that the FCC has been extreme in its efforts to regulate broadcasting and again urge new legislation as it did two years ago, it is thought action might come quickly, despite the national defense situation. The call for an investigation of radio, including the FCC, has been sounded repeatedly in Congress for several years.

Bar Assn. Suggests Bill

The Federal Communications Bar Assn., representing practitioners before the FCC, on April 10 published in its *Journal* a proposed bill to amend the Communications Act of 1934, as drafted by a special committee. It proposes a seven-man commission, but with two autonomous divisions of three members each—one for public communications, which would cover all broadcast services, and the other for private communications, dealing with common carriers. The chairman would be the chief executive officer and would not serve with either of the divisions except in the case of a vacancy.

A copy of this draft had been supplied Senators Wheeler and White several weeks ago by Herbert M. Bingham, president of the association [BROADCASTING, March 31]. Senator White's proposed bill also would create two separate divisions, but of one man each with the chairman as the executive officer.

Other members of the Bar Committee which drafted the proposed bill were Duke M. Patrick, former general counsel of the Radio Commission, and Paul A. Porter, CBS Washington attorney. The proposed amendments, as suggestions on reform of administrative procedure, were approved by the association's executive committee of five.

Amendments Proposed

Among other amendments the association recommended reinstatement of the "protest provision" providing for automatic hearing on contested FCC grants by proper parties in interest; provision that appeals may be taken to circuit courts of appeals within any circuit in which the appellant does business, as well as in the U. S. Court of Appeals for the District of Columbia; giving of jurisdiction to circuit courts to grant temporary injunctions of restraining orders from FCC decisions; change in the rule promulgated in the Supreme Court decision in the so-called Pottsville case on carrying out of lower court mandates by the FCC; provide that filing of a petition for rehearing shall automatically stay the effect date of the FCC decision unless the matter affects an existing service; and provide that a hearing means a "full and fair hearing" and that the person conducting it shall prepare and file an intermediate report.

HERE'S THE SPOT where radio's best-known divot-diggers will compete for the ninth annual BROADCASTING trophy during the May 12-15 NAB convention in St. Louis—the magnificent Sunset Hill Country Club, located just outside St. Louis in the foothills of the Ozarks. Competition for the BROADCASTING trophy, awarded for the low net score in the annual blind bogey competition, is open to all convention registrants. Incidentally, Sunset Hill also will be the scene of the 1941 Trans-Mississippi tournament, one of the nation's top amateur meets. Par is 34-38—72.

Convention to Consider Plan For Fund to Promote Industry

CREATION of a $300,000 to $500,000 industry public relations fund to develop a "public understanding" of the part broadcasting plays in the national scene, will be proposed to the NAB convention in St. Louis, May 12-15. A special committee of the NAB headed by Edward Klauber, executive vice-president of CBS, will submit the plan.

Proposed several weeks ago by the CBS official, the plan, most far-reaching ever projected for the industry, would provide creation of a public relations organization for the industry. Mr. Klauber was authorized by the committee at a meeting in New York April 3 to prepare such a plan.

Lack of Understanding

The NAB board of directors, at its meeting March 18, in New York, authorized appointment of the committee. Members, in addition to Chairman Klauber, are Neville Miller, NAB president, ex-officio; Frank E. Mullen, NBC vice-president and general manager; A. H. Kirchhofer, WBEN-WEBR, Buffalo; Major Edney Ridge, WBIG, Greensboro; C. T. Hagman, general manager, WTCN, St. Paul-Minneapolis; Gardner Cowles Jr., president of the Iowa Broadcasting Co. Mr. Cowles did not attend the April 3 session. T. C. Streibert, WOR-MBS vice-president, participated as an observer.

The committee was authorized by the board to evolve a broad public relations project to be carried out by the entire industry. It is presumed that funds would be raised by special assessment of stations and networks. Lack of public understanding of the broadcasting operation, as reflected in developments during the past few years, it is understood, motivated Mr. Klauber in proposing the project.

The industry as a whole, it is estimated, expends about $20,000 a year for public relations through the NAB. This amount, in any event, represents the budget assigned to its public relations department.

It is expected Mr. Klauber will call another meeting of the committee prior to the St. Louis convention, at which his proposal will be studied and modified. A special session at the convention, it is expected, will be devoted to the plan.

Convention Tag

NOMINATION for one of the neatest bits of promotion on the NAB convention is the tag line on the stationery of Merle S. Jones, KMOX general manager, and headman of the convention committee. On the bottom of his stationery is this message—*"See you at the NAB convention, St. Louis, May 12-15." The asterisk refers to Jones signature on the succeeding page.

ASCAP has issued a 16-page booklet, *An American Institution*, describing the Society's purposes and its history, especially in connection with the copyright laws and their relation to ASCAP as a musical rights clearing house. Booklet was prepared by Robert L. Murray, public relations director.

President, Knox, Early Favor Voluntary Censorship of News

Publication of British Battleship Arrival Leads To Official Requests for More Supervision

CALLS for increasing voluntary control of news on the part of broadcasters and newspaper publishers were voiced in three closely-tied quarters during the last week —President Roosevelt, Secretary of the Navy Frank Knox, and White House Press Secretary Stephen T. Early.

The spurt in censorship talk resulted from a needling of the news situation early last week when several newspapers published pictures and news stories on the arrival of a damaged British battleship in New York harbor.

No Aid to Enemies

Commending radio and the press for their cooperation in handling certain situations arising from the war, particularly such events as the arrival of the battleship for repair at the Brooklyn Navy Yard, Secretary of the Navy Frank Knox last Monday asked still further voluntary censorship to avoid giving any information which may benefit the Axis powers.

"The Lease-Lend Act makes the United States a repair base for British war vessels," Secretary Knox declared. "It is true that many people can see these ships as they arrive and depart and before they are swallowed up in Navy yards. It is also true that enemy agents can report these movements; but it seems to me only sportsmanlike that the keen American press refrain from giving a report of these ships for the benefit of Britain's enemies. At the present time this sort of reporting is of inestimable military value to the Germans.

"If a British warship arrives in a British yard for repair the fact does not appear in print, broadcast or picture. The British people know how vital it is to keep that sort of information down to the minimum. Since the United States has promised to give all aid to Great Britain, so far as repairs are concerned, it seems to me that it is our patriotic duty to keep such information about British war vessels to a minimum. That minimum, to my way of thinking, is to print nothing. I sincerely believe the thoughtful press will agree with this opinion."

The few papers publishing accounts of the arrival of the ship drew fire from President Roosevelt at his press conference last Tuesday. The President declared that he considered the papers' editorials, published the day following the news stories to explain their stand, the lamest excuses to try and get square with their readers that he had ever heard. He said it was interesting to note that at the same time other newspapers were editorially advocating legal censorship.

"I'd much prefer to go along with the overwhelming majority of newspapers at this time," President Roosevelt declared in commenting on the action of newspapers and press services in omitting mention of the ship's arrival. He indicated that at present nothing else was in sight but this type of voluntary control of news.

Early's Viewpoint

Following up the situation at his own press conference last Wednesday, Mr. Early reemphasized President Roosevelt's stand, terming the plan for voluntary control "not a censorship, but an attempt to avoid censorship".

"All this will work out on voluntary ground. It's got to," Mr. Early declared, citing the educational value of the New York incident. "We don't want censorship. The newspapers don't want censorship. The President doesn't want it, I don't want and Lowell Mellett does not want censorship."

When it was pointed out that some control must necessarily be exerted on outgoing messages from the United States to foreign countries if the voluntary plan is to work, Secretary Early indicated this was an important question for study by the Defense Communications Board headed by FCC Chairman James Lawrence Fly.

Completing Disc Code

COMMITTEE representing the transcription industry met with executives of the American Federation of Radio Artists last Wednesday and Friday to clean up the last details of the AFRA transcription code, which is expected to be signed this week, according to Emily Holt, AFRA executive secretary. Same procedure will be followed as with the network code, Mrs. Holt explained, with the transcription producers signing the contracts and the advertising agencies writing letters acknowledging the terms.

KEYS, Corpus Christi, Tex., was granted a license to cover its construction permit by the FCC April 10. Station was authorized by the FCC last Oct. 29 to use 250 watts on 1490 kc.

HANDICAP FOR FILM

Radio Picture Exploitation Hit by Copyright

ALTHOUGH 20th Century-Fox Studios produced a cavalcade of radio titled "The Great American Broadcast," the firm is not able to use that media to full effect for exploiting the motion picture. Primarily a musical, the film has eight songs by Mack Gordon and Harry Warren, none of which can be plugged on the networks because of the current radio-ASCAP controversy.

To offset loss of network plugs, 20th Century-Fox is framing special exploitation musical trailers to be used in theatres and plans a series of music transcriptions to be released on more than 200 stations with ASCAP license agreements.

Although he will not be given screen credit and at his own request too, Ted Sherdeman, NBC Hollywood writer-producer, collaborated in writing the screen play. Joseph Aiken, sound man on the picture, doubled as technical advisor. He was technical assistant on the first big public event broadcast, the election of President Harding, in 1920. He has done much subsequent radio work, pioneering in early musical broadcasts.

BMI's SHEET SALES 1,165,000 IN YEAR

APPROXIMATELY 1,165,000 copies of BMI popular songs were sold during the radio-owned music publishing house's first year of operation, reports Julius P. Witmark, general sales manager. He added that this figure does not include the songs of the other companies affiliated with BMI.

"BMI," he said, "may well be proud of its sheet music sales total when it is considered that during 1939, a banner year, the total sales of popular sheet music produced by 130 ASCAP publishers was 16,000,000."

Breakdown of BMI's ten selling songs during the last year follows:

I Hear A Rhapsody	190,000
There I Go	150,000
You Walk By	110,000
I Give You My Word	90,000
So You're the One	80,000
High on A Windy Hill	70,000
It All Comes Back to Me Now	70,000
Practice Makes Perfect	70,000
May I Never Love Again	60,000
Wise Old Owl	50,000
25 other BMI songs	225,000

BULL SESSION luncheon had these Hollywood executives, representing agencies and network, discussing various problems in radio. They are (l to r), James Fonda, Lord & Thomas radio production supervisor; Robert Temple, account executive of Raymond R. Morgan Co.; Roger Huston, Southern California manager of Radio Sales, the CBS national sales division; and William Gay, production assistant to William Moore, West Coast manager of Wm. Esty & Co.

Consumer Group Lauds Power of Broadcasting In Education of Public

SOCIAL EFFECTS of national defense activity and media for consumer education were discussed at the third National Conference on Consumer Education, held last week at Stephens College, Columbia, Mo. About 500 educators, governmental spokesman, housewives and business representatives attended the conference sponsored by the Institute for Consumer Education, supported by the Alfred P. Sloan Foundation.

Harriet Elliott, Consumer Commisisoner of the National Defense Advisory Commission, advocated combating unjustified price rises, speculative forward buying, and "scare" advertising which she described as "advertising which tends through fear of price increase to induce consumers to make purchases."

In a roundtable discussion led by Hilda Smith, director of the Worker's Service Program of the WPA, the increased use of radio in consumer education program was urged.

Work of the General Federation of Women's Clubs with their weekly Saturday morning broadcast, the marketing programs sponsored by the U. S. Department of Agriculture and the *Farm & Home Hour* were commended. In the case of the first named, it was pointed out that broadcasts sponsored by that organization are devoted to some informative selling angle in dramatized form, and participants urged the greater use of independent stations for consumer education programs.

In a roundtable led by Keith Tyler, director of evaluation of school broadcasts of Ohio State U, it was generally agreed that radio was one of the most powerful media through which the consumer educator could work and one which at the present was not being used to its fullest advantage.

SIX P & G SERIALS ON CBS REALIGNED

PROCTER & GAMBLE Co., Cincinnati, continuing to realign its radio schedule after the recent removal of its programs from the NBC-Blue [BROADCASTING, March 10], on April 28 will rearrange the six P&G serials on CBS. Programs involved in the changes are:

Life Can Be Beautiful, 1-1:15 p.m., on 37 stations for Ivory soap, will add five stations of the CBS Southeastern group, and will advertise Ivory Flakes instead of soap.

Woman in White, 1:15-1:30 p.m., currently on 34 stations for Camay, after April 28 will advertise Oxydol, and will add 16 CBS outlets and 25 CBC stations. The program will be broadcast on the 25 Canadian stations via transcription at 10:30-10:45 p.m.

Right to Happiness, 1:30-1:45 p.m., on 38 CBS and 17 CBC stations for Crisco, will add six midwestern stations.

Road of Life, 1:45-2 p.m., on 26 stations for Chipso, will add seven midwestern stations which will carry commercials for Dreft.

The O'Neills on 17 stations for Ivory soap and *The Goldbergs* on 22 stations will exchange time when the former is moved into 5-5:15 p.m. period, while the latter is shifted to 5:15-5:30 p.m. *The Goldbergs*, which now advertises Oxydol, will be on for Duz after April 28.

The Camay and Chipso accounts are handled by Pedlar & Ryan, New York; Oxydol by Blackett-Sample-Hummert, Chicago; Crisco, Duz, Ivory soap and Ivory Flakes by Compton Adv., New York. The Ivory Flakes account will be transferred to Benton & Bowles, New York, after July 1.

ASCAP Negotiates First With Networks

Makes Settlement With Montana Group

TAKING a new tack in its effort to negotiate contracts for return of its music to the air, ASCAP has inaugurated the individual conference method with the major networks, preparatory to a general conference with the NAB-industry negotiating committee.

Having settled on April 9 its differences with broadcasters in Montana, through negotiation of a final agreement on dismissal of some $250,000 in pending infringement suits and acceptance by the stations of the standard form of contract but with certain tentative and flexible provisions, ASCAP executives conferred last Friday with a committee representing CBS.

Conferences have been held during the last fortnight with officials of MBS, and initial sessions with representatives of NBC are indicated during the week of April 14.

Montana Settlement

The network conference method was requested by John G. Paine, ASCAP general manager, to which NAB President Neville Miller, chairman of the industry negotiating committee, interposed no objection. Presumably the ASCAP plan is to clear with the networks, as their potential big customers, all preliminary matters regarding clearance at the source, before meeting with the industry negotiating committee.

Present at the preliminary CBS conference, held at the network's headquarters, were Mr. Paine, E. Claude Mills, chairman of the administrative committee of ASCAP, and Walter Fischer, ASCAP board member. Edward Klauber, CBS executive vice-president and a member of the NAB Copyright Committee, headed the CBS group. M. R. Runyon, CBS vice-president, and I. R. Lousberry, general manager of WGR-WKBW, Buffalo, member of the CBS-Affiliate negotiating committee, also participated for CBS. Mr. Klauber said there had been a general discussion and that another meeting will be held soon.

Settlement of the Montana controversy, ending the most difficult encounter ASCAP has experienced with any single group of broadcasters, was not unexpected. Last August an agreement in principle was reached, under which the Society would drop all pending infringement suits against the nine Montana stations, agree to recognize the clearance at the source principle and concur in the request of Ed Craney, head of KGIR, Butte, and the leader in the fight for clearance at the source, that he experiment with per-use payment to ASCAP for his three stations and the Z-Bar Network.

The form of contract to which Mr. Craney agreed, it is understood, covered the State network as well as KGIR, KRBM, Bozeman, and KPFA, Helena, which he also operates. The contracts, however, could not be drawn until the Montana anti-ASCAP law had been repealed, which occurred on Feb. 26, and after ASCAP had audited the books of the stations. The other Montana stations are KGHL, Billings; KFBB, Great Falls; KGEZ, Kalispell; KRJF, Miles City; KGVO, Missoula, and KGCX, Wolf Point.

While the precise terms of the contract to which the Montana stations agreed were not disclosed, it was stated at ASCAP that they embodied the standard ASCAP blanket proposal made a year ago and which had been rejected by the vast majority of stations, culminating in the Jan. 1 termination of ASCAP performance over most stations.

It is understood, however, that in view of the per-piece experiment and certain other factors, the agreements are in tentative form and sufficiently flexible to accommodate possible changes in the performing rights field. The contracts were not actually signed at the April 9 meeting by the broadcasters but were agreed to in principle with the respective broadcasters and their representatives to obtain formal signatures upon their return to Montana.

The Montana controversy dates back to 1936. Since that time, Montana stations have not paid ASCAP any royalties because of the requirements of the State anti-ASCAP law making such payments illegal unless the copyright pool complied with provisions of the statute on per-piece payments, registration, and other stipulated acts. These difficulties reached a high-water mark in the fall of 1939 when warrants for the arrest of Gene Buck, ASCAP president, as a fugitive from justice, were sworn out.

The basic form of contract accepted by the stations, with the undisclosed provisions, provides for payment on a percentage basis of gross on locally originated programs, with network programs to be cleared at the source. The contracts are retroactive to Aug. 1, 1940, when the original understanding was reached with ASCAP.

Meanwhile, Mr. Craney will use his stations as testing laboratories for a per-use basis of payment, with the understanding that the experiment will go forward until an acceptable per-use method satisfactory both to the broadcasters and to ASCAP, has been evolved.

The final understanding was reached in New York at a meeting attended by Mr. Craney, Ed Yocum, KGHL; John Claxton, attorney for the Montana Broadcasters Assn.; and Philip G. Loucks, attorney for KFBB, and former managing director of the NAB who in 1939 originally proposed a clearance at the source and per-use basis.

Present for ASCAP were General Manager Paine; Louis D. Frohlich, general counsel; Herman Greenberg, assistant general counsel, and George Hoffman, controller.

NAB President Miller had been contacted early this month by Mr. Paine regarding individual conversations with the major networks. Mr. Miller felt this procedure would yield little but was not disposed to prevent such preliminary discussions. Mr. Miller pointed out that because of the clearance-at-the-source factor and because of possible readjustment of music cost arrangements by the networks with their affiliates, he felt networks would not be in a position to commit themselves until they knew precisely what arrangements would be made with their affiliates for local clearance.

MBS Negotiations

While no statement has come from ASCAP, it is presumed that its officials desire to establish, tentatively at least, the payments from their prospective biggest customers before they deal with individual stations. The analogy used is that a wholesaler deals with his Sears Roebuck and Montgomery Ward prospects before contacting the independent. Meanwhile, ASCAP officials have been holding frequent meetings with Alfred J. McCosker, chairman of the board of MBS, and Fred Weber, general manager of that network, attempting to work out a formula for submission to

(*Continued on page 48*)

NBC Fight Suit

NBC last Friday answered the MBS announcement of March 21 that next year's championship fights would be broadcast exclusively by MBS instead of by NBC by filing suit in New York Supreme Court against the 20th Century Sporting Club, MBS and Gillette Safety Razor Co., sponsor of the Mutual fight broadcasts. Action seeks to compel the fight club to live up to a contract to deliver its 1941-42 card to NBC - Blue and Adam Hat Stores, which NBC claims it made in February, and to restrain MBS and Gillette from enforcing their contract, said to have been made in March.

Firms Operating International Stations Name Stanley Richardson Coordinator

TO MAKE more effective use of the country's privately-owned international broadcast facilities in the interest of national defense, six leading companies in the field last Friday appointed Stanley P. Richardson, veteran foreign correspondent, as international broadcasting coordinator.

Mr. Richardson

Mr. Richardson has resigned as executive assistant to Chairman Joseph E. Davies of the President's Committee on War Relief Agencies, to accept the appointment. A committee representing NBC, CBS, General Electric, Westinghouse, Crosley Corp. and Worldwide Broadcasting Foundation made the appointment, after several meetings.

Efficiency Sought

The committee announced that Mr. Richardson's appointment grew out of the determination by the international station licensees "to make more effective use of their powerful shortwave facilities in the interest of national defense." He will assist the stations in development of a more effective world coverage by radio. This will be accomplished through coordination of transmission and programs to achieve the maximum results.

Joining in the plan are nine shortwave stations licensed to the companies. They have a total rated power of 450,000 watts, with a higher effective power because of beamed emissions. It was estimated use of the beam system multiplies the power effectiveness of these stations to more than 20 times the rated figure, or in excess of 9,000,000 watts.

The stations included in the project are the shortwave outlets in Boston, Schenectady, New York City, Cincinnati and San Francisco. They are authorized to use a total of 33 shortwave frequencies, declared to be a greater number than currently being used in the service of either the British Empire system or the German shortwave plant at Seesen.

Mr. Richardson for 16 years was with the Associated Press, serving both in this country and abroad. He was chief of the AP Moscow bureau for three years and served in the London and Berlin offices of the press association. Returning to the United States, he was a member of the AP staff in Washington for four years.

He resigned from the AP in 1938 to become confidential secretary to Ambassador Davies, then in Moscow. He went with Mr. Davies to Belgium and returned to Washington in 1940 when the diplomat was made special assistant to the Secretary of State. Mr. Richardson has traveled widely in Europe and is well acquainted with economic and political aspects of the Continent.

Just released

FOR FLORSHEIM SHOE DEALERS*

Another Production of the Covert Company

We create and produce original and distinctive radio shows—from one minute transcribed jingles to live talent network productions — complete packages — no exorbitant production costs—no so-called "idea" costs — always at a fair price.

WRITE FOR FURTHER PARTICULARS

One minute

FLORSHEIM JINGLES

A breezy song by the Carol Sisters . . . a brief, sparkling commercial announcement on Florsheim Shoes . . . a twenty-second interval for a local announcer to insert store name, address, and merchandise message.

Five minutes

FLORSHEIM FROLICS

Songs by the Carol Sisters . . . a Quiz Quickie that will keep the audience waiting through the commercials for an answer! Fast-moving, merry, and musical—with 30 seconds for a local commercial.

*STATION MANAGERS

The Florsheim Shoe Company have made these transcribed radio programs available without charge to Florsheim dealers provided they pay the cost of the time. Wire or write.

The COVERT Co.

Radio Programs

360 NORTH MICHIGAN AVE., CHICAGO

We have THE VERY IDEA

for your radio advertising. One minute or one hour—live or transcribed.

Farm Radio Heads Consider Problems

Hold Meeting in Washington With Government Officials

REVIEWING present operations and discussing farm broadcast developments in the light of the war situation abroad and the national defense effort in this country, 50 agricultural program directors and station and network executives last Monday and Tuesday met with Department of Agriculture officials in Washington. The meeting was the first of its kind called by the Department of Agriculture and was similar to those held annually for farm editors of newspapers and magazines.

The two-day meeting featured roundtable discussions with Federal agricultural officials, emphasizing the impact on agriculture of the war abroad and the U. S. Defense program. On the second day the group visited the U. S. Agricultural Research Center at Beltsville, Md.

Traveling Agents

It was revealed at the conference that the Department of Agriculture is planning to establish a system of traveling information agents over the country to faciltate clearance of news developments from the Department. The regional representatives, drawn from existing personnel, would coordinate news of the activities of various agencies within the Department of Agriculture.

Following the two-day Department of Agriculture session, farm program directors of clear channel stations met Wednesday with Victor A. Sholis, director of the new Clear Channel Broadcasting Service office in Washington, to review plans for expanding the rural program service of clear channel stations.

Those attending the Washington conference included:

Attendance List

Jesse H. Buffum, WEEI; George C. Biggar, Ed Mason, WLW; Walter R. Bishop, WRVA; Fred Ohl, KWKH; Harry Stone, Louis Buck, WSM; Woodrow Hattic, WWL; Fox Case, KNX; V. H. Pribble, WTAM; Lloyd E. Yoder, KOA; W. E. Drips, NBC; Earl H. Gammons, WCCO; Ken Ellington, WBBM; A. D. Willard Jr., WJSV; S. D. Gregory, NBC; Glenn Snyder, Harold A. Safford, Arthur C. Page, WLS; Phil Evans, KMBC; Charles Worcester, WNAX; John Merrifield, WHAS; Franklin Tooke, WOWO; Grady Cole, WBT; Owen F. Uridge, Duncan Moore, WJR; Bill Prance, WSB; G. Emerson Markham, WGY; Rex Davis, WCKY; Jim Miles, WING; Charles P. Shoffner, WCAU; C. Earl Williams, KFAB; John Thorpe, KYW; Luke L. Roberts, KOIN-KALE; Thomas C. McCray, WTIC; Tom Murray, William Fay, WHAM; Herb Plambeck, WHO; Charles Stookey, Harry Butcher, CBS; Henry E. Hutcheson, WMBG; John A. Zufall, WBAL; Lee B. Wailes, Westinghouse Radio Stations; Dick Velz, WRNL; Harold Azine, WBAL; Leon Levine, CBS; John S. Hayes, WOR.

UPS AND DOWNS of agricultural broadcasting get a going-over from this group during the CBS-NBC cocktail party at the conference of farm program directors. Listening to some shop-talk by Glenn Q. Snyder, general manager of WLS, Chicago, are (l to r) Eugene C. Pulliam, president of WIRE, Indianapolis; Frank M. Russell, NBC Washington vice-president; Harry Stone, general manager of WSM, Nashville; Harry C. Butcher, CBS Washington vice-president; Mr. Snyder; Stanley Hubbard, manager of KSTP, St. Paul; Paul A. Porter, CBS Washington counsel.

'Players Theatre of the Air' Organized To Offer Drama Series for Sponsorship

PACKAGED series of dramatic programs titled *The Players Theatre of the Air* is being offered for sponsorship by The Players, noted New York actors' club, with leading actors and actresses to be available for adaptations of stage plays or for original dramas written especially for the series.

As tentatively set up, the casts and directors for each program would be signed to contracts for each 13-week cycle before going on the air, while all involved will be remunerated for their work. Margin of profit normally intended for a package producer would go to the club.

Walter Hampden, Players' president, will be m.c. of each program, with Otis Skinner, vice-president, as "understudy m.c." when Hampden might be starring in one of the dramas. Included in the package for each show would be Hampden, several name stars and supporting players, an orchestra, musical arrangements, dramatic and musical direction, rights to playe or originals, and a finished script.

Paul Wing, announcer-producer-director formerly with NBC, is general chairman of the permanent organization planning the programs. Harold McGee, free-lance director, is production director, assisted by Joseph Bell, NBC; Brewster Morgan, CBS; Tom McKnight, NBC, and Jules F. Seebach Jr., program manager of WOR, New York. Henry Fisk Carlton is script editor, with Pare Lorentz and Kenneth MacKenna as his staff. Howard Barlow is musical director.

Experimental Rule

ANOTHER in the long series of extensions of the rule which prohibits use of commercial programs over stations with special experimental broadcast authorizations was approved April 8 by the FCC. The extension was for 60 days from March 29 and affects Section 3.32 (3) (b) of the broadcast rules. It applies to several stations now holding such authorizations for simultaneous operation pending revised frequency assignments.

JUNEAU COMPETITION

Boys Rig Up a Station But Run Afoul FCC

KINY, only station in Juneau, Alaska, got some unexpected competition last month when a group of high school boys rigged up a wireless phonograph attachment with an extra oscillator and antenna and started broadcasting near 1150 kc. They used call letters KJH and at each broadcast would announce their next sign-on.

It wasn't long before the Federal inspectors located the unlicensed station within a few doors of the KINY building. It was shut down immediately, and action is pending against the boys for violating the law.

Opener Televised

NBC on April 11 televised on W2XBS the opening game of New York's big league baseball season when the Dodgers played the Yankees at Ebbets Field, Brooklyn. The television cameras were placed in the photographers cage opposite third base instead of behind home plate as heretofore. Al Helfer, sports announcer of WOR, New York, handled the play-by-play account, assisted by Ray Forrest and Jack Fraser.

GOOD OLD GRADE-A, fresh from the dairy, was a piece de resistance at the CBS-NBC get-together for visiting farm program directors last Monday, and these boys gave it a big play—(l to r) Fox Case, KNX, Los Angeles; John Merrifield, WHAS, Louisville; Charles Worcester, WNAX, Yankton, S. D.; Charles Stookey, CBS *Farm Reporter;* Bill Drips, NBC agricultural director; Bill Prance, WSB, Atlanta; Emerson Markham, WGY, Schenectady; Art Page, WLS, Chicago.

NEW RED PROGRAM PLANNED BY B & W

BROWN & WILLIAMSON Tobacco Corp., Louisville, on Apr. 29 starts a new show, as yet unnamed, for Raleigh cigarettes 10:30-10:55 p.m. (EDST) on 5 NBC-Red network stations. On the same date a new five-minute dramatic skit, written by Linn Boden, will start on behalf of Sir Walter Raleigh smoking tobacco 10:55-11 p.m. By having the time split, NBC has avoided having two cigarette accounts follow each other since the Liggett & Myers Tobacco Co., (Chesterfield), *Pleasure Time* shows featuring Fred Waring and his orchestra, is broadcast at 10 p.m. (EDST).

Effective May 2, *Uncle Walter's Doghouse* (Sir Walter Raleigh smoking tobacco), will be heard Fridays 9:30-10 p.m. (EDST). Thus B & W will sponsor the full hour from 9:30-10:30 p.m. on 85 NBC-Red network stations. *Wings of Destiny* (Wings Cigarettes) is currently heard 10-10:30 p.m. With the switch of program dates, *Uncle Walter's Doghouse* has been renewed for 52 weeks. There will be no *Uncle Walter's Doghouse* broadcast on April 29. *Show Boat*, half-hour weekly program on the same network, will be dropped April 26.

Tom Wallace, vice-president and radio director of the Russel Seeds Co., handling the B & W account, will be m.c. on the new Raleigh cigarette variety show. Virginia Verrill, songstress, Marlin Hurt and his impersonation of Beulah, and Bob Strong's orchestra will comprise the cast.

New P & G Serial

PROCTER & GAMBLE Co., Cincinnati, on April 28 is dropping the serial *Kitty Keene* from the Monday through Friday 11:30-11:45 a.m. period on 13 NBC-Red stations, filling the time with *Lone Journey*, now on NBC-Red at 5:15 p.m. Both programs are heard in the interests of Dreft. Agency is Blackett - Sample - Hummert, Chicago.

Choc-So Spots

ROCKWOOD & Co., Brooklyn candy manufacturer, is marketing a new product, Choc-So, powdered milk amplifier. Announcements of participating programs are being tested for the product three times a week on WFBR, Baltimore; WTAR, Norfolk, and WSYR, Syracuse. Federal Adv. Agency, New York, is agency.

A GREAT PAIR

"Batteries for today's game...Feller and Hemsley." The crowd is eager, attentive as a great pair of performers take the field. ★ So it is with audiences of two radio stations that put over your selling message in the "Golden Horseshoe," the market that is the heart of Industrial America.

WJR
THE GOODWILL STATION
Detroit

WGAR
THE FRIENDLY STATION
Cleveland

BASIC STATIONS • • • COLUMBIA BROADCASTING SYSTEM • • • G. A. RICHARDS, PRES. • • • EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVE

76 Stations Listed By General Mills In Baseball Lineup

Co-Sponsorship of Games in Some Localities Continues

BASEBALL play-by-play will be sponsored during the 1941 season on 76 stations in 75 cities by General Mills, Socony-Vacuum Oil Co. and B. F. Goodrich Rubber Co., according to K. P. Torgerson, manager of the sports department of Knox Reeves Advertising, Minneapolis.

Extensive merchandising will be carried on during the season (Pacific Coast plans were announced in the April 7 BROADCASTING).

The list announced by Knox Reeves does not include Cleveland, Chicago, St. Louis, Brooklyn and Washington, which carried the games last year. It was assumed that negotiations in some of these cities were still in progress.

New stations in the 1941 lineup are WAAT, Newark; WAGE, Syracuse; KXOK, St. Louis; WIBC, Indianapolis; WEMP, Milwaukee; KSO, Des Moines; KOWH, Omaha; WGKV, Charleston; WDEF, Chattanooga; KQW, San Francsico; KRSC, Seattle; KMYR, Denver.

Local Co-Sponsorship

Atlantic Refining Co. [BROADCASTING, March 24] co-sponsors with General Mills in several eastern outlets. Coca Cola shares WTAR, Norfolk, with the milling company. Lever Bros. co-sponsors WOR, Brooklyn, and KFH, Wichita. Goodrich, Socony-Vacuum, Cities Service, and Sperry Flour Co., and miscellaneous local companies are other General Mills co-sponsors.

The entire baseball broadcasting lineup for 1941, according to geographical location, follows:

KDKA and WWSW, Pittsburgh; Colonial Network (originates from WAAB, Boston); WEAN, Providence, R. I.; WLBZ, Bangor, Me.; WLLH, Lowell and Lawrence, Mass.; WTHT, Hartford; WNLC, New London, Conn.; WHAI, Greenfield, Mass.; WELI, New Haven, Conn.; WLNH, Laconia, N. H.; WSAR, Fall River, Mass.; WFEA, Manchester, N. H.; WNBH, New Bedford, Mass.; WATR, Waterbury, Conn.; WRDO, Augusta, Me.; WCOU, Lewiston-Auburn, Me.; WSYB, Rutland, Vt.

WABY, Albany; WCBM, Baltimore; WTAR, Norfolk; WOR, Brooklyn; WAAT, Newark; WAGE, Syracuse.

WSAI and WCPO, Cincinnati; WWJ, Detroit; WCLE, Cleveland; WAVE, Louisville; WCOL, Columbus; Michigan Network (originates at WXYZ, Detroit, which does not broadcast games); WBCM, Bay City; WOOD, Grand Rapids; WFDF, Flint; WHLS, Port Huron; WJIM, Lansing; WELL, Battle Creek; WIBM, Jackson.

WIBC, Indianapolis; WTCN, St. Paul; WTOL, Toledo; WNOX, Knoxville; KDAL, Duluth; KFJM, Grand Forks, N. D.; WLOL, Minneapolis; WHIO, Dayton; WCMI, Ashland, Ky., and WLAP, Lexington, Ky. (synchronized with WSAI, Cincinnati).

WEMP, Milwaukee; KCKN and WREN, Kansas City; Minnesota Network; KROC, Rochester; KYSM, Mankato; KFAM, St. Cloud.

WJW, Akron; Iowa-South Dakota-Nebraska Network: KSO, Des Moines; WNAX, Yankton; KOWH, Omaha; KMA, Shenandoah, WMT, Cedar Rapids and Waterloo, Ia.; WGKV, Charleston; WDEF, Chattanooga; KFH, Wichita.

KABC, San Antonio; KOCY, Oklahoma City; KWKH and KTBS, Shreveport.

KQW, San Francisco; KROW, Oakland; KEX, Portland; KUTA, Salt Lake City; KIDO, Boise; KRSC, Seattle; KGA, Spokane; KFAC, Los Angeles; KMYR, Denver.

ONTARIO HONORS FITZPATRICK

WJR Executive Selected to Address Provincial Parliament at CBS Program Ceremony

HIGHEST honor ever accorded an American radio man in Ontario came to Leo Fitzpatrick, executive vice-president and general manager of WJR, Detroit, when he spoke before the Parliament of the Province April 9. He is the third American to be given this distinction, others being Wendell Willkie and Senator Claude Pepper of Florida.

Mr. Fitzpatrick

He was presented on the floor of the Ontario Parliament by Prime Minister Hepburn after he had been chosen to represent the group of 40 CBS officials attending a conference in Toronto in connection with the CBS series starting April 20 to promote tourist travel to the province.

The Prime Minister said that although Canada was at war there is no red tape to harass tourists from the U. S. wishing to visit Canada's summer playgrounds.

"On the other side of the border," Mr. Fitzpatrick stated, "we realize now as never before that this friendship should be emphasized. Many of us know of the exceptional opportunities your great province affords for Americans who seek relaxation during the vacation months. Thousands more who have never known Canadian hospitality will learn of it during the coming months. We in the United States know well that whatever money is spent here during the coming summer will come back for supplies and equipment so necessary in carrying on the present conflict in which Canada is engaged and in which we, your neighbors, are now so vitally interested."

ANNOUNCERS CONFER ON BASEBALL PLANS

GENERAL MILLS, Minneapolis, on April 10 held a conference in New York with announcers who will handle the company's 1941 baseball broadcasts in the east. R. T. De Vanny, sales supervisor of the eastern division of Knox Reeves, agency handling the broadcasts, presided over the meeting at which sales ideas were presented and the General Mills baseball setup explained.

Brad M. Robinson, head of commercial production for spot radio of Knox Reeves, Minneaplis, participated in the discussions. Representing the sponsor were William Slocum, GM baseball coordinator; Howard Haver, of the grocery products sales force in New York, and E. L. Schujahn, grocery products sales manager of GM eastern division, Buffalo.

Announcers who attended were: Red Barber and Al Helfer, WOR; Jim Britt and Tom Hussey, WAAB; Jack Craddock and Rosy Rowswell, KDKA; Bill Dyer, WCBM; Blair Eubanks, WTAR; Earl Harper, WAAT; Her Herrick and Glen Rand, WABY; Tom McMahon, WAGE.

Lady Esther Changed

LADY ESTHER Ltd., Chicago (cosmetics), on May 12 will replace *Guy Lombardo & His Orchestra* on CBS, Mondays at 10-10:30 p.m., with a program as yet undecided. Decision on a replacement program will be made within ten days, according to Pedlar & Ryan, New York, the agency.

Brown in Yugoslavia

CECIL BROWN, CBS correspondent, who left Rome after he had been informed that his analysis of the news did not please the Fascist hierarchy, was reported last week to be "somewhere in Yugoslavia" with an American party headed by Arthur Bliss Lane, American Minister. The American group left Belegrade when the Yugoslavian government abandoned the capital. Brown reached Belegrade April 5 and his broadcast from that city a few hours before war was declared was the last CBS pickup from that city. Lee White, another CBS correspondent in Belegrade, has not been contacted by CBS in New York since the war began.

Elmer Davis to London

ELMER DAVIS, CBS news analyst, will fly to England April 23 for an inspection tour, returning to New York before June 1, when his nightly broadcasts on CBS, 8:55-9, start under sponsorship of Colgate-Palmolive-Peet Co. for Palmolive Soap. Bob Trout, now handling the broadcast while Mr. Davis vacations in Florida, will continue until June 1.

Carnation Expansion

CARNATION Co., Milwaukee (evaporated milk), is considering the addition of 50 stations to the 33 now broadcasting the twice-weekly transcribed quarter-hour program with Arthur Godfrey. Agency is Erwin, Wasey & Co., New York.

New Production Firm

CONSOLIDATED RADIO Productions of America Inc., with offices at 580 Fifth Ave. has been organized as a production unit specializing in package shows. Everett Cromwell Jones is president; Arthur W. Jones Jr., vice-president and treasurer; Leonard S. Smith, production manager. Telephone number is Longacre 3-3950.

Mexico Promises Treaty Adherence

XELO, XEAW Are Ordered to Operate With Lower Power

ASSURANCES from the Mexican Government that steps have been taken to adhere to the letter of the Havana Treaty reallocation through elimination of border station assignments, have been received by the State Department through the American Embassy in Mexico City following protests from this country.

Both XELO, now operating at Tijuana, and XEAW, operating at Reynosa, the diplomatic communication stated, have been ordered to operate with reduced power pending their removal to Monterrey and Sonora, respectively, as provided by the treaty reallocation. XENT, at Nuevo Laredo, slated for removal to Monterrey, was not mentioned in the official communication.

No Word on XERA

Thus far, no word has been received on the fate of XERA, former Brinkley station at Villa Acuna, which has not been heard since the March 29 changeover. It apparently had been earmarked for assignment on 800 kc., but that channel is vacant in Mexico, according to monitoring reports.

The dispatch received by the State Department April 7 follows:

"The Minister of Communications has assured the embassy that XELO would operate under reduced power and efforts would be made to cause early transfer of location. XEAW has been ordered to move to Nuevo Leon and change wavelength but has not yet completed arrangements. In the meanwhile it will be instructed to reduce power and take other immediate steps to stop interference. The embassy was assured that these order are to go forward telegraphically immediately."

NBC TO SHORTWAVE HOTEL NAME BANDS

POPULARITY of North American dance bands with Latin American audiences, as revealed in fan mail received from listeners to NBC's shortwave broadcasts, has resulted in a new series of programs of name bands playing in New York hotels which NBC will start over its shortwave stations this week. The network expects to present at least one such period each evening of the week. Eventually two or three such periods may be broadcast each evening.

NBC says that several advertisers have evinced interest in sponsoring the programs. Set-up has been approved by the New York local of the American Federation of musicians, following NBC's agreement to pay orchestra members the regular sustaining scale of $3 per man and to pay the regular commercial rate should the programs go commercial.

Idea for the new series came from *Rytmo y Danza*, daily half-hour of recorded dance music which has proved to be the biggest mail puller of all NBC international programs.

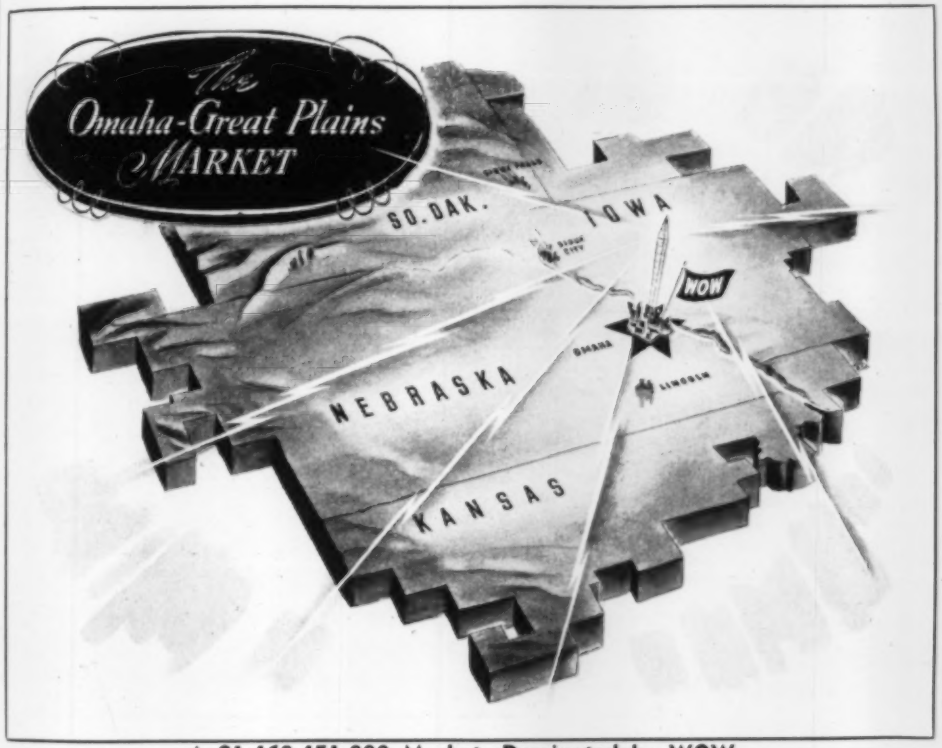
WOW
5000 Watts
Day and Night
590
Kilocycles

WOWS-A-GRAM

WOW
Covers an area of 185,288 square miles, containing more than 700,000 radio homes.

Vol. 1 — No. 3 OMAHA - GREAT PLAINS MARKET BULLETIN OMAHA, NEBRASKA

OUTLOOK MOST FAVORABLE IN YEARS FOR OMAHA-GREAT PLAINS MARKET!



A $1,468,451,000 Market, Dominated by WOW

3 Reasons Explain WOW's Dominance of Omaha-Great Plains Market

WITH both farm and city income trending upward in this territory, advertising efforts are becoming more productive. Radio Station WOW naturally figures large in the plans of those advertisers who have discovered that this station dominates more counties with more spendable income, at less cost than that of any other combination of stations covering the same market.

Location, Signal and Programs

There are three principal reasons for WOW's dominance. One is WOW's strategic location. (See map.) It straddles the Missouri River at Omaha, covering some of the richest sections of Iowa, Nebraska, South Dakota and Kansas—with an overlap into Minnesota and Missouri. Another reason is WOW's strong signal—5000 watts, day and night, with a preferred wave-length of 590 kilocycles. The third reason is WOW's programming policy, which holds wide audiences through the best Red Network programs plus top-notch local radio personalities.

The result of this "3-power" combination is the intensive and extensive coverage illustrated by WOW's mail maps, surveys and cartographs, which are available for the asking.

WOW Maps and Cartographs Create Unusual Interest

In the last two months WOW has received more requests for mail maps and cartographs than ever before in a similar period of time. The WOW cartograph, showing coverage in terms of buying power, is unique, and should be in every time-buyer's file. Write for a copy today.

Iowa-Nebraska Farm Income Reveals Upward Trend

Iowa's 1940 farm income is estimated by *Iowa Farm Economist* at $725,000,000, compared with $660,000,000 in 1939. The full significance of these figures is seen in the fact that Iowa's 1929 farm income was only $735,000,000, while the farmer's 1929 dollar would buy only 80% of what his 1940 dollar bought. The *Iowa Farm Economist* expects the 1941 income to exceed that of 1940.

Nebraska Farmer's Income 53 Per Cent Above Nation's Average

Nebraska farms yielded $23,835,000 more cash income in 1940 than in 1939. The average income per farm for Nebraska last year was $2,300.00. For the entire United States the average farm income was only $1,496.00. The difference in favor of the Nebraska farmer is more than 53%.

Rainfall Now Above Normal; Excellent Crop Prospects

Weather conditions have been very favorable in both Iowa and Nebraska. Rainfall since the end of the 1940 growing season has been well above normal, and most authorities agree that the 1941 crop outlook is excellent.

Havana Treaty Leaves WOW Same Wavelength

The not inconsiderable portion of any radio station's audience which habitually tunes to that station will suffer no inconvenience as far as WOW is concerned. WOW's excellent 590 kilocycle wave-length remains unchanged. And as a direct result of this, many new listeners are expected to get the "WOW habit."

You Can Dominate the Omaha Great Plains Market WITH
WOW
OMAHA, NEBRASKA
On the RED Network
590 KC. · 5000 WATTS DAY & NIGHT
JOHN J. GILLIN, JR., MGR.
John Blair & Co., Representatives

ADVERTISING PAGES REMOVED

CBS Builds Special Facilities For New Shortwave Operation

New Studios, Two 50-kw. Transmitters, as Well As 13 Antenna Arrays and FM Link Are Planned

NEW STUDIOS, to be devoted exclusively to programs designed for listeners in Latin America or Europe; two new 50-kw. shortwave transmitters, each equipped to operate on any of the nine frequencies assigned to CBS for its international service; 13 antenna arrays which can be switched instantaneously from one frequency to another, affording a total of 30 possible frequency-antenna combinations, and a special FM relay link to transmit the programs from the studios in Manhattan to the transmitters at Brentwood, L. I.—these are currently under construction by CBS engineers for operation by September, according to A. B. Chamberlain, CBS chief engineer.

Rebroadcast Plans

Describing the technical nature of the apparatus and its installation in an address before the Boston section of the Institute of Radio Engineers, Mr. Chamberlain began by briefly reviewing the history of shortwave broadcasting from its inception in 1924, when it was known as "experimental relay broadcasting".

The Latin American survey trip taken last winter by William S. Paley, CBS president, demonstrated, Mr. Chamberlain stated, that "shortwaving North American programs to Latin America was not enough since most persons in those countries listen to their local station broadcasts just as they do in the United States".

For this reason the CBS Latin American Network, already comprising 64 stations, has been set up to rebroadcast locally the programs emanating from the CBS shortwave stations WCBX and WCRC in New York. As this plan requires the new facilities to be capable of relaying programs from New York to the various Latin Amercian cities as well as broadcasting them for direct reception by shortwave set-owners, it has had a great effect on the plans for the new transmission equipment, Mr. Chamberlain explained.

More antenna arrays, with narrower transmission paths, will be used than would have been the case were home reception the only goal, he said, since the programs rebroadcast by local stations will be expected to have signal quality comparable to the other broadcasts of those stations, a quality the listener does not expect from his direct shortwave reception.

Tracing the route of an intenational program, he said that it will originate in one of the four new studios to be constructed in the CBS studio building for the exclusive use of the international division or any of the existing CBS studios. After passing through the master control room, the programs will be sent to the roof, where three 25-watt FM transmitters, operating in the 330-340 mc. band, will relay them to Brentwood. Uni-directional antennas at the transmitting and receiving end, will be used. There will also be special receiving, amplifying and other control equipment to de-modulate the signals and transmit them to the main transmitter building about a mile away. This whole operation Mr. Chamberlain termed "truly experimental", allowing CBS engineers to pioneer in this high frequency relay broadcast field.

Share with Mackay

At Brentwood, CBS will share the location of the main transmitting plant of Mackay Radio & Telegraph Co., which is already using 30 directive antenna arrays and operating more than 20 radiotelegraph transmitters on the 1200-acre site. Location, according to Mr. Chamberlain, is "excellent for shortwave transmission from the standpoint of topography, conductivity, accessability and availability of public utility services, and removed from populous centers, airports and airways."

The two 50-kw. international broadcast stations are now being manufactured to CBS specifications, which include such requirements as the ability to switch instantaneously from one operating frequency to another in a simple and reliable manner. This is accomplished by a manual pre-set which shifts automatically at the touch of a switch. Each transmitter will also be capable of operating on any one of 12 frequencies. Initially, 27 crystals will be required for the frequency control of the transmitters for the nine frequencies assigned to CBS—6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520 and 21570 kc. Actually the apparatus for the two stations will comprise radio frequency equipment for three transmitters, so that adding a third modulation and power supply unit would give CBS a third station should it be required.

From consideration of the bearings of the foreign areas which CBS plans to serve and from the distribution of population and receiving sets in South America, among other technical factors, CBS engineers decided to build 13 unidirectional antenna arrays, eight directed to South America and the West Indies and five directed to Europe or Mexico and Central America. The same antenna, by reversing the direction of its signal transmission, can serve either London or Mexico City. Three of the CBS antennas are equipped for such an 180° reversals. The 13 arrays and the nine frequencies will provide a total of 30 antenna-frequency combinations, he stated.

Anderson's CBS Post

ERNEST ANDERSON, formerly on the advertising and promotion staff of Macfadden Publications, New York, has been placed in charge of sales promotion for the new CBS South American network. Mr. Anderson, previously a copywriter of Alley & Richards, New York, and associate editor of *Advertising Age* and *Industrial Marketing*, was most recently in the sales promotion department of CBS' Detroit office, as a replacement for Tom Fry, who had been drafted. Fry was deferred by the local draft board, however, and Mr. Anderson has been given this new position.

Hayes to Capital

JOHN S. HAYES, assistant director of program operations of WOR-MBS, on April 21 begins a one-year leave of absence to head the Radio Section in the Public Relations Division, Office of the Quartermaster General, Washington. He holds a lieutenancy.

Changes in Affiliations Of NBC in Baltimore And Pittsburgh Outlined

FORMAL announcement of the changes in NBC affiliations in the Baltimore and Pittsburgh markets to occur later this year, has been made by Edgar Kobak, vice-president in charge of Blue Network operations.

WBAL, present Baltimore Blue outlet, will move to the Red Sept. 27, at which time WCBM, now an MBS outlet, joins the Blue. About May 11 WBAL will increase its power to 50,000 watts. The new MBS outlet in Baltimore is expected to be WFBR, regional, now the Red Network outlet. The rate for WCBM will be $140 per evening hour, as compared to $320 for WBAL.

The Pittsburgh change will come Nov. 1, at which time KDKA, Blue outlet, moves to the Red. WWVA, Wheeling, now a CBS outlet, 38 miles from Pittsburgh, will join the Blue May 2 and operate as a bonus station until Nov. 1. KQV, Pittsburgh regional, becomes a Blue station on Nov. 1. WWVA is slated for 50,000-watt operation.

The rate for WWVA will be $320 and for KQV $240, a total of $560 as against $480 for KDKA alone. Mr. Kobak pointed out that this increase of $80 per evening hour will be set off against the saving of $180 effected in Baltimore.

WCAE, present Red outlet in Pittsburgh, is expected to join MBS as a fulltime outlet coincident with the KDKA shift. WCAE, like WBAL, is a Hearst-owned outlet.

Elwood Rejoining NBC, Heads Foreign Division

JOHN ELWOOD, former vice-president of NBC, is rejoining the network as manager of the International Division, according to John Royal, NBC vice-president in charge of international relations. One of the original vice-presidents of NBC, Mr. Elwood, who is a nephew of Owen D. Young, held various positions prior to leaving the company. In his new post he will supervise programming for NBC's Pan American network as well as the European hours.

Mr. Elwood

Recently Shirley F. Woodell, former advertising manager of the Packard Export Corp., was named sales manager of the international division, replacing Lunsford P. Yandell.

Lever Serial Test

LEVER BROS. Co., Cambridge, has purchased the serial, *Helen's Home*. The transcribed quarter-hour program will be heard Monday through Friday on five midwestern stations as a test for Rinso. Serial is written by Della West Decker, continuity writer for WBAP, Fort Worth, where the program had been heard daily. Ruthrauff & Ryan, New York, is agency.

THEY WERE IN THE AIR CORPS THEN

One of a Series

ARMY AND NAVY aviation claimed this group of men prominently identified with radio during World War I. See page 26 for photographs showing how they look today and brief summaries of their service records.

WAGE, in Syracuse In April 14 Debut

SCHEDULED to start operations April 14, the new WAGE, Syracuse, N. Y., has completed its construction and mustered its staff, and has appointed Edward Petry & Co. as national representative. The station, authorized last July, will operate with 1000 watts on 620 kc., and is owned by a group of local businessmen headed by Frank C. Revoir, local Hudson dealer, who is president and 60% stockholder.

Vice-president and general manager is William T. Lane, who has sold his Lane Advertising Agency and has resigned as president of the Syracuse Common Council to devote all his time to the station. He is 5% stockholder. Secretary of the company and in charge of technical operations, is Howard C. Barth, formerly manager of WSYR, Syracuse, who is 10% stockholder. Charles Brannen is chief engineer; Vic Hanson, and Herbert Schorr, local sales representatives; Russell Loftus, merchandising director; Jack Curren, program director.

The staff includes Tom McMahon, sports; Jacky Deal, announcer and organist; Larry Lawrence, announcer; Glenn Williams, news editor; Thelma McNeil, musical director; John Diekmann, announcer; Gordon Alderman, continuity; Marguerite Kimball, organist.

WAGE has a four-tower directional array, designed by Paul Godley, which is said to be the only one of its kind in the country. The towers are 250 feet high, and were fabricated by Charles E. Schuler Engineering Co., Newark, O. The transmitter is a Collins 20-K, and studio equipment is RCA.

Searle Names Weaver Sales Head of 3 Stations

APPOINTMENT of Art Weaver as new general sales manager of KFAB, KOIL and KFOR was announced last week by Don Searle, general manager of the three Nebraska stations. His office will be in Omaha. He comes from KMMJ, Grand Island, Neb., where he served as sales manager. Before that he was with KLZ, Denver, as well as Swift and Goodrich.

Mr. Weaver

Mr. Weaver is a graduate of Washington U, St. Louis, and for a short time taught school at Brighton, Ill. He succeeds Frank Pellegrin, former KFAB-KOIL-KFOR sales manager, who resigned April 1 to accept a position with the NAB.

Film Engineers to Meet

TENTATIVE program has been released for the 1941 spring convention of the Society of Motion Picture Engineers, to be held May 5-8 at the Hotel Sagamore, Rochester. "Multi-Speaker Systems" will be discussed by H. I. Reiskind, RCA Mfg. Co., Indianapolis, and "New and Old Aspects of the Origins of 96-Cycle Distortion", by J. C. Baker and R. O. Drew, RCA Mfg. Co., Camden.

Fondern Joins KLZ

ELMER FONDERN, who formerly was the assistant manager of KGGM, Albuquerque, N. M., has been named as the promotion manager of KLZ, Denver. Mr. Fondern entered radio work at KGNC, Amarillo, Tex., where he was a continuity writer and has had experience in all branches of broadcasting, including selling, merchandising and program promotion. He served for five years at KGNC.

Mr. Fondern

WPAT, PATERSON TO START IN MAY

THE NEW WPAT, Paterson, N. J., is expected to begin operation between May 3-10, according to James V. Cosman, managing director of the station and half-owner.

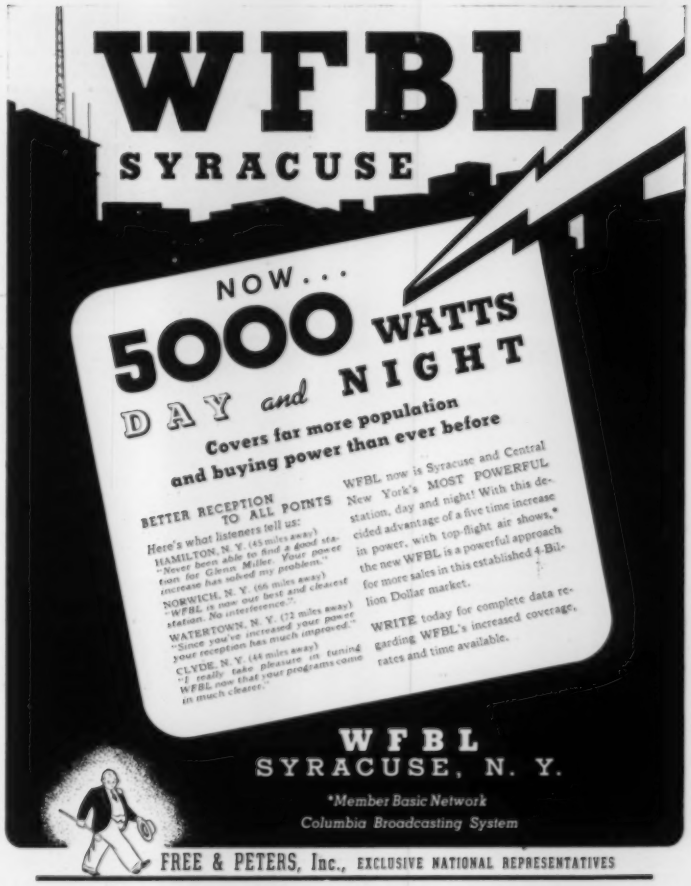
With the recent appointment of Harold Stretch, of New York, as general manager, all major personnel appointments have been made, Mr. Cosman said. George Kelley, formerly associated with Byron G. Collier, car card advertising firm, is in charge of sales in Essex County, which includes Newark, while Wolf Kaufman, formerly with the old WODA, Paterson, and WNEW, New York, will cover the Passaic and Bergen County territory, which includes Paterson, Passaic, Clifton and Hackensack.

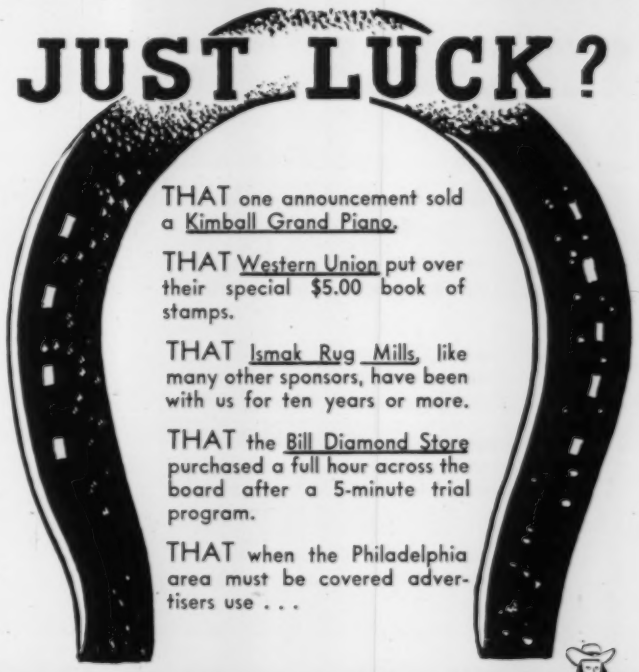
Mr. Cosman said the station will emphasize North Jersey coverage, with its 1,000-watt daytime operation on 930 kc. Western Electric equipment throughout has been installed, along with a 365-foot Lehigh self-supporting antenna. The antenna has a "hat" 50 feet in diameter, insulated from the body of the tower. Its performance is the equivalent of a half-wave, with only three-tenths wave physical height. Arthur Sperling, formerly with Finch Laboratories, New York, is chief engineer.

Studios are those formerly occupied by WODA, now consolidated with WNEW. Owners of the station, in addition to Mr. Cosman, are Frank Falknor, chief engineer for the CBS Central Division, and Rex Schepp, manager of WIRE, Indianapolis, who hold 25% each.

AFA Forum

AN ADVERTISING *Town Meeting of the Air* forum featuring George V. Denny Jr. as moderator conducting the meeting in the same way he handles the program on NBC-Blue, will be an innovation at the 37th annual convention of the Advertising Federation of America May 25-29 at the Hotel Statler, Boston. Principal speakers will be Hill Blackett, vice-president of Blackett - Sample - Hummert, Chicago; Carle Conway, chairman of the board of Continental Can Co., New York; Dr. George Gallup, director of research and vice-president of Young & Rubicam, New York, and Harford Powel, currently on leave from the Institute of Public Relations to manage the defense bond campaign of the U. S. Treasury.


WFBL
SYRACUSE
NOW...
5000 WATTS
DAY and NIGHT
Covers far more population
and buying power than ever before
BETTER RECEPTION TO ALL POINTS
Here's what listeners tell us:
HAMILTON, N. Y. (45 miles away)
"Never been able to find a dependable station for Glenn Miller. Your power increase has solved my problem."
NORWICH, N. Y. (66 miles away)
"WFBL is now our best and clearest station. No interference."
WATERTOWN, N. Y. (72 miles away)
"Since you've increased your power your reception has much improved."
CLYDE, N. Y. (44 miles away)
"I really take pleasure in turning WFBL now that your programs come in much clearer."
WFBL now is Syracuse and Central New York's MOST POWERFUL station, day and night! With this decided advantage of a five time increase in power, with top-flight air shows, the new WFBL is a powerful approach for more sales in this established 4-Billion Dollar market.
WRITE today for complete data regarding WFBL's increased coverage, rates and time available.
WFBL
SYRACUSE, N. Y.
*Member Basic Network
Columbia Broadcasting System
FREE & PETERS, Inc., EXCLUSIVE NATIONAL REPRESENTATIVES


JUST LUCK?
THAT one announcement sold a Kimball Grand Piano.
THAT Western Union put over their special $5.00 book of stamps.
THAT Ismak Rug Mills, like many other sponsors, have been with us for ten years or more.
THAT the Bill Diamond Store purchased a full hour across the board after a 5-minute trial program.
THAT when the Philadelphia area must be covered advertisers use . . .

Hey!
We just got
5000
watts
Thought you
time buyers
would like
to know.

WSAN

Lehigh Valley Broadcasting Co.
ALLENTOWN, PA.
NBC RED AND BLUE
QUAKER NETWORK
PENNA. REGIONAL

NEW YORK OFFICE:
30 ROCKEFELLER PLAZA
CIRCLE 7-0228

That's right! Your advertising doesn't cost you a cent any day the sun fails to shine on WTSP. We seem to be taking a long chance, but the sun is so faithful here in the Tampa Bay area that we're pretty safe in making this "Sunshine Offer."

Your radio advertising investment is safe here, too; for although you may not be lucky enough to pick the cloudy days, you're sure to win customers by the thousands through WTSP. The Tampa Bay area is a CLASS 'A' market, and WTSP covers it completely . . . . with amazing economy.

WTSP

St. Petersburg TIMES Affiliate
A REGIONAL STATION
R. S. Stratton, Manager
St. Petersburg, Fla.
Represented by
Radio Advertising Corp.
New York • Cleveland • Chicago

AMERICAN TOBACCO CO. GETS RESULTS

"RADIO has produced results for the American Tobacco Co. ever since we started to use it back in 1927," stated George W. Hill Jr., vice-president in charge of advertising, in an interview granted to BROADCASTING on the radio advertising policies of the company. "If the commercial message can best be conveyed by sound," Mr. Hill said, "radio is obviously the natural medium to use."

"In our day-to-day work on our radio programs," Mr. Hill continued, "we are primarily concerned with the sales message. The programs themselves — *Information Please* and *Kay Kyser* on NBC-Red, and *Your Hit Parade* on CBS—are established on a more or less definite formula.

The Sales Message

"We therefore do not worry much about production or whether the Crossley rating goes up or down one or two points, but we concentrate 90% of our efforts on the sales message where we think 90% of the value of the program lies. The transmission of the sales message—what is said, and how we say it—is of utmost importance to us."

"Radio," observed Mr. Hill, "is to a degree show business, and it is easy for the advertiser to become intrigued by the program itself and to neglect the commercial."

Mr. Hill said the company was pleased with the results of *Information Please* which American Tobacco Co. has been sponsoring since last November. "The program is reaching a segment of the listening audience which we felt was not being reached by our other two programs. It is an excellent program for Lucky Strike."

Commenting on the use of spot radio, Mr. Hill said that doing a national job with spot announcements cost money, but at the same time was comparatively inexpensive in the sense that the advertiser was spending his money on the selling message rather than on entertainment."

"The trouble with most spot announcements," he said, "is that they do not offer the listener anything in return for having to listen to the commercial. We feel that a spot announcement should be a condensed program. In the spots we ran last year for Lucky Strikes, we combined a time signal and a hit tune with the commercial. The spots were effective and talked about. However, spot announcements are not a regular part of our radio schedule. We find them most effective when used as a stimulant from time to time.

"We do a considerable amount of research in an attempt to measure the effectiveness of our radio programs. But the results of our research are weighed very carefully and approached with caution, for figures can often be misleading. The most important and difficult part of radio advertising is the measurement of the selling power of a program on the audience.

"We have employed various means of finding this out. We have made correlations between the percentage of persons in certain age groups who smoke Lucky Strike cigarettes and the percentage of persons in the same age group who listen to our programs. Results of this research indicate our programs have a definite selling effect.

"We know too, from our research that we are reaching about 14,000,000 radio homes a week with our programs. However, we have found that the most effective measurement of the selling impact is the 'rule of thumb' reaction of our sales department.

The Chant

"For example, when we first put the chant of the tobacco auctioneer on the air, we received an immediate response from our salesmen who said distributors and dealers, as well as consumers were talking about it. We got an immediate favorable reaction through our sales department on the time signal and hit tune spots we sponsored."

"Radio," concluded Mr. Hill, "is effective because it is a personal form of selling to large masses of people; and advertising, in the last analysis, is salesmanship. We're satisfied that radio is producing results for us because we can see it in our increased business."

FDR Jr.

INITIALS can be deceiving. They had a WIS, Columbia, S. C. photographer in a dither recently. He received a memorandum stating, "FDR, Jr. will make an important talk tonight at the Columbia Hotel. Please be sure that you get several good pictures of this important personality. Signed, FDR, Jr." The photographer scratched his head and made some inquiries. The trail led to the office of Floyd D. Rogers Jr., program director, who was covering Franklin Jr.'s speech for WIS.

JENNINGS IS NAMED AS KWJJ MANAGER

APPOINTMENT of W. Carey Jennings, former general manager of KGW-KEX, Portland, as general manager of KWJJ, Portland independent outlet, was announced April 7 by Wilbur J. Jerman, president, and John C. Egan, secretary-treasurer, owners of the station.

Mr. Jennings

Mr. Jennings, who had been with the *Oregonian* stations for the last 10 years, resigned recently. Arden X. Pangborn, former managing editor of the newspaper, was named managing director. Before joining the newspaper stations, Mr. Jennings was superintendent and manager of several Sears Roebuck stores in the Northwest. In addition to his radio experience, he has had training in merchandising and general advertising.

The FCC recently authorized KWJJ to increase its power to 1,000 watts fulltime on 1080 kc. Mr. Jennings announced the new installation is being made, along with a directional antenna, and that the station should begin operation with its new power by May 15. New studios also are contemplated.

KGW-KEX Changes

ARDEN X. PANGBORN, new managing director of KGW-KEX, Portland, Ore., announces the following personnel changes effective immediately: H. Q. Cox, program director, becomes assistant manager in charge of office staff, station promotion and special events. Paul Connet, national sales manager, is now commercial manager. Ralph Rogers, chief announcer, replaces Cox as program director.

Homer Welch will become production chief. Don Kneass is new chief announcer. Kenneth L. Pettus, Seattle freelance writer and former journalism student at the U of Washington, joins the continuity staff as news writer.

WCAO Gets Boost

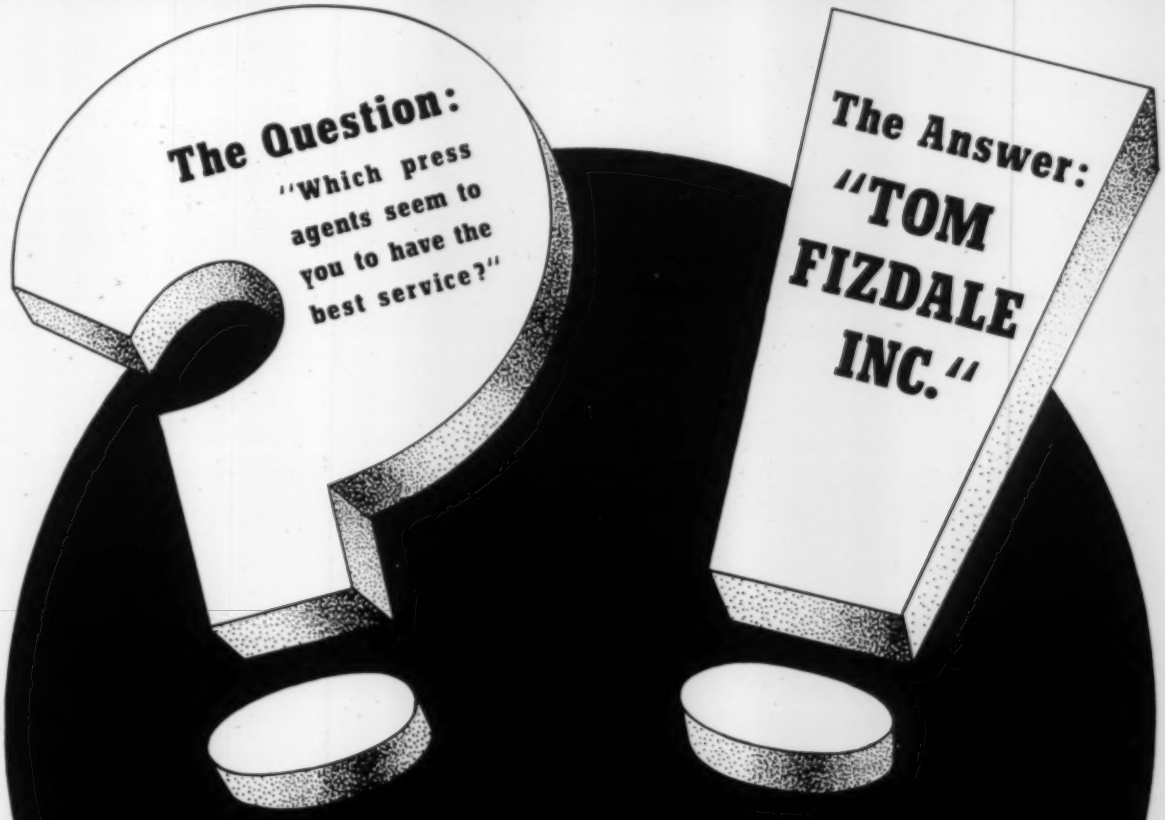
WCAO, Baltimore CBS outlet, on April 8 was authorized by the FCC to increase power from 500 watts night, 1,000 day, to 5,000 day and night, along with a removal of its transmitter. Operating on 600 kc., the station will install a new transmitter and a directional antenna for day and night use. Simultaneously, the FCC set for hearing the WCAO application for transfer of control of the Monument Radio Co., licensee, from Lewis M. Milbourne and Clarence W. Miles, as voting trustees, to themselves and L. Waters Milbourne, voting trustees of a new voting trust agreement.

Fred Bate to Return

FRED BATE, chief of NBC's London staff, has returned to New York from a month's holiday in Mexico and is planning to return to England via *Clipper* in mid-April. Max Jordan, NBC's continental representative now in this country, will not return to Europe, however, and will probably be assigned a definite position with the network in the near future.

AMERICA'S RADIO EDITORS VOTE:

"Fizdale Best Radio P. A."



Billboard's Annual Poll of Radio Editors—who should know—puts Fizdale at the top of the list for radio publicity. Fizdale led on both counts: BEST SERVICE and BEST COVERAGE. We're not going to add anything to this announcement. We'd rather let the jobs we're doing do the talking . . .

TOM FIZDALE

INCORPORATED

Publicity and Public Relations

•

485 Madison Avenue, New York

CHICAGO:
360 North Michigan Avenue

HOLLYWOOD:
1509 North Vine Street

When you see this . . .

ONLY THEN YOU'LL SEE A LOWER COST THAN WTAM'S .000073 CENTS *per* FAMILY

And that's not only the lowest cost per listener but also the greatest value for your advertising dollar. WTAM not only can reach over a million and a quarter families in its Primary Area but actually does reach more homes than any other Cleveland Station. Check the surveys on this point. WTAM leads, all day, all night, all week. That's why smart buyers of local, spot and Red Network advertising make WTAM their first choice.

WTAM
CLEVELAND·OHIO

50,000 WATTS
NBC RED NETWORK
OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

Fred Wile Is Dead; First Commentator

Famous Journalist Had Been Out of Radio Three Years

THE DEAN of American radio news commentators, Frederic William Wile, died at his home in Washington last Monday at the age of 67. He had been ill for several years, and had retired from radio work about three years ago.

Mr. Wile

A veteran journalist who went abroad for Chicago newspapers at the time of the Boer War, shortly after being graduated from Notre Dame, Fred Wile served with the old *Chicago Record*, the *Chicago Daily News* and the *London Daily Mail* in London and Berlin until the World War when he was attached to the Intelligence Section of General Headquarters of the A.E.F. in France.

Broadcast in 1923

After the war he went on a lecture tour in this country, and was engaged to head the Washington bureau of the *Philadelphia Public Ledger*. In 1923 radio attracted his interest and he was engaged by RCA to do a weekly commentary on *The Political Situation in Washington Tonight* over WRC, Washington. A gifted speaker with a splendid microphone manner, his feature was highly popular and was carried on the NBC network after it was formed in 1927.

In 1929 Alfred J. McCosker, manager of WOR, then key of the newly-formed CBS, introduced him to CBS President William S. Paley, who offered him a long-term contract to broadcast over that network. He had been and continued to be the first of the first-rank journalists to do a regular radio stint, and his first job with CBS was coverage of the Hoover inauguration in March, 1929.

This was the forerunner of today's extensive public events and news coverage by the networks. CBS also sent him to the 1929 London Naval Conference, where he pioneered transoceanic broadcasting and brought to the microphone some of the first foreign notables heard on the American radio. A brilliant speaker and toastmaster, he also introduced the first "fireside chat" from the White House—that of President Hoover on Sept. 18, 1929. Mr. Hoover later sent him the notes of that broadcast as a Christmas gift.

In 1932 CBS sent him to the Geneva Disarmament Conference where he placed the League of Nations on the air for the first time. In honor of his radio work a group of citizens in his home town, La-Porte, Ind., where he was buried last week, asked the FCC for authority to erect a local broadcasting station to be known as WILE but this was rejected due to legal complications.

Mr. Wile was author of several important books and last year, shortly after his retirement from the CBS staff on which he had continued to serve for several years in an advisory capacity, he published his autobiography, *News Is Where You Find It*. Mrs. Wile and their daughter, Helen, were at his bedside when he died. He is also survived by a son, Frederic William Wile II, who is associated with Young & Rubicam, in New York.

MBS and Discs Slated By General Mills for 'Lone Ranger' Program

GENERAL MILLS, Minneapolis (Corn Kix), on May 5 starts the *Lone Ranger* on 43 MBS stations [BROADCASTING, March 3]. The stations are WOR WOL WIP WKBW WXYZ WSAY WCAE WCLE WGRC WGN KWK WLOL WRR KABC WHB WHBF KFOR KFBI KFJZ WDSM KOCY WKRC and the Colonial network of New England.

The program will be heard Monday, Wednesday and Friday, 7:30-8 p.m. (EDST), with a repeat for some outlets one hour later. Because of time clearance difficulties due to previous commitments, four stations — KFEL KSO KXYZ KOME — will record the show off the line and release on available time. Contracted also is WFBR, Baltimore, which will start the series Oct. 1. The programs will continue to originate at WXYZ, Detroit.

Writer of the series is Fran Striker. The dramatic director is James Jewell, creator and producer of the programs. The cast includes Jack Lawrence, John Todd, Bruce Gregory, Fred Reto, Malcolm McCoy, Ruth Dean Rickaby, Leona Krell and the Lone Ranger. Agency is Blackett-Sample-Hummert, Chicago.

Insurance Spots

BENEFICIAL CASUALTY INSURANCE Co., Los Angeles, consistent user of California time, is sponsoring the quarter-hour transcribed programs, *Capt. Quiz* and *One Man's Opinion*, on KMJ, Fresno and KFBK, Sacramento, alternating them on an every other, seven-day-per-week schedule. On a thrice-weekly basis, the programs are being alternately used on KQW, San Jose, and twice-weekly on KHSL, Chico. Firm, in addition, on a varied schedule is sponsoring the five-minute transcribed program *Inside Stories* on KFSD, KXO, KMJ, and also using participation in *Dud Martin's* live talent early morning show on KYA. It is expected that Seattle and Portland stations will be added to the list by early May, with expansion also to include midwestern States. Stodel Adv. Co., Los Angeles, has the account.

POWER of WLWO, Cincinnati, international broadcast station operated by Crosley Corp., was increased from 50,000 to 75,000 watts under a modification authorized April 8 by the FCC.

Beemer Assumes Lone Ranger Role

Automobile Accident Proves Fatal to Earle Graser

EARLE W. GRASER, 32, member of the dramatic staff of WXYZ, Detroit, who had gained fame as the radio voice of the *Lone Ranger*, was killed April 8 in an automobile accident at Farmington, Mich. For the last eight years Graser had portrayed the title role on the *Lone Ranger* programs, which have been presented from WXYZ and are carried on an MBS hookup. WXYZ has announced that Brace Beemer, who was the original "Lone Ranger" in the early days of the program, will return to his former role as the cowboy hero of the pioneering days of the West.

Born in Kitchener, Ont., Graser moved at an early age to Detroit where he received his entire schooling. He was a graduate of Wayne U and held three degrees—A.B., M.A., and LL.B.

Remained Anonymous

Upon graduation he held several odd jobs including soda jerker and driver of a grocer's delivery cart, his only experience with a horse. He sang in pit orchestras and worked as an usher in a Detroit theatre. Eventually he drifted to WXYZ and did character bits on the dramatic staff. When auditions were held in 1933 for a successor to Brace Beemer, his deep vibrant voice won him the role of the Lone Ranger. He became the Lone Ranger April 16, 1933 with Beemer taking over narration. Graser's voice resembled Beemer's so much that it became necessary for Beemer to use an artificial pitch to avoid confusion.

Graser's home was in Farmington and he is survived by his widow and a one-year-old daughter, Gabriel Ann. Quiet by nature, he shunned all notoriety and personal appearances in keeping with WXYZ's desire that he remain an anonymity.

The *Lone Ranger* was originated at WXYZ Jan. 30, 1932. A local program, its popularity grew until it was expanded to over 150 MBS and independent stations as both a live and transcribed broadcast. The Robin Hood adventures of the crusader of the early West have captured the fancy of an estimated 15 million listeners from every State and parts of Canada, South America and Australia where transcribed versions of the program are rebroadcast. A single announcement offering a Lone Ranger badge to juvenile listeners brought 1,397,000 responses.

The *Lone Ranger* was originated by George W. Trendle, president of WXYZ and exploited to national fame through the promotion of Horace Allen Campbell, manager of WXYZ. Fran Striker, WXYZ script writer, is author of the series.

The two programs immediately following Graser's death were rewritten to eliminate the role of the Lone Ranger from the script before Beemer resumed his former role.

WALTER BIDDICK Co., Los Angeles, in that territory, has been appointed representative of KDFN, Casper, Wyo.

Tribute to 'The Immortal Ranger'

Editorial in The New York Times

EARLE W. GRASER was killed in an automobile wreck early Tuesday morning, but the rumor that the Lone Ranger is dead is unfounded. It was a man who died—a man with a silver voice, a modest, pleasant personality, several college degrees and, it was said, an ambition to act Hamlet. His death, like the deaths he tried to prevent in his radio campaign for safety, was pitifully unnecessary. But he didn't take the Lone Ranger with him. The Lone Ranger doesn't die, and Silver, his horse, will never get broken-winded.

The Lone Ranger, under that name, came into being in this generation for a radio public, but under various names he has been alive for many centuries. He was Ulysses, William Tell and Robin Hood; he was Richard the Lion-Hearted, the Black Prince, and du Guesclin; he was Kit Carson, Daniel Boone and Davy Crockett; he was honest, truthful and brave—and so he remains.

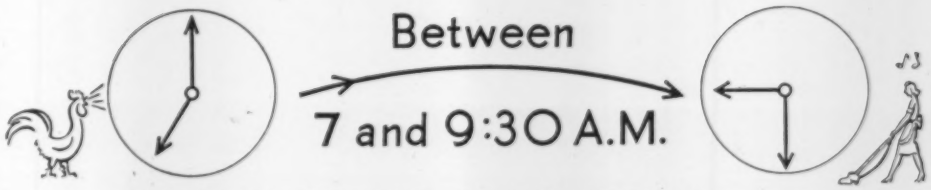
He got into dangers that would paralyze an ordinary man, but if there was an injustice to be righted, a wrong to be prevented, he liked danger. In the simple hearts of children, and possibly of adults who were willing to take a vacation from what unhappily has to be printed nowadays, he was as real as the policeman on the corner. He still is, and his trusty steed waits to carry him on his errands across the face of the wondrous West, where the air is crystal and virtue never lacks for its reward. Listen! There is a beating of hoofs as, in the nick of time, he swings into action. Ride, Tonto, ride, Lone Ranger. Hi-yo Silver!

Court Refuses Restraint In Appeal of Educators

MOTION for a temporary injunction against WMCA, New York, the FCC, the Joint Legislative Committee to Investigate the Educational System of New York and several indivduals was denied April 8 in New York Federal Court by Judge John C. Knox. Injunction was sought by the Committee for the Defense of Free Education and the New York College Teachers Union to restrain the Joint Committee from interfering with a WMCA series titled *The Truth About the Schools*, sponsored by the Union.

The injunction application set forth that Donald Shaw, WMCA manager, and Leslie E. Roberts, program director, had been subpoenaed by the Joint Committee, which is currently investigating the alleged spread of Communism in the school system. As a result, the application stated, WMCA was threatening to discontinue the Union's programs.

How They Listen In Rochester



Authority—Recent Hooper-Holmes' Early Morning Rochester Survey.

(Complete Data With Quarter-Hour Breakdown Upon Request)

LISTENING TO **W-H-E-C** — 58%

2ND ROCHESTER STATION — 19.9%

3RD ROCHESTER STATION — 12.7%

TO ALL OTHERS OR "DIDN'T KNOW" — 9.4%

ALL OTHER STATIONS COMBINED — 42%

For WHEC leadership rest of day and night, see CBS-CAB Survey advertisements

WHEC
ROCHESTER
N.Y.
Basic CBS - - - Paul Raymer Co. Representatives

HOW'S BUSINESS ON THE BALKAN (Ky.) FRONT?

If you're planning an invasion of Old Kaintuck, we think you'll agree that the Balkan sector isn't exactly essential to a successful blitz. Especially since the Louisville Trading Area—with buying power *double* the rest of Kentucky combined—is the state's *only* corridor to really BIG business! To cover this strategic area completely, all you need is WAVE—the only NBC Basic Red Network station for 100 miles around! May we help you conduct an "air" raid soon?

LOUISVILLE'S WAVE
INCORPORATED
5000 WATTS . . . 970 K.C. . . . N. B. C. Basic Red
FREE & PETERS, INC.
National Representatives

THE HAPPIEST ADVERTISERS ARE THOSE THAT HAVE DISCOVERED THIS GREATER OLD STATION.

PUT A SMILE ON YOUR FACE BY PUTTING THIS ON YOUR SCHEDULE.

WWNC
570 Kc. CBS Affiliate
ASHEVILLE, N.C.

NOW THEY LOOK LIKE THIS

See Page 18

PHOTOGRAPHS ON PAGE 18 in the same (l to r) order show: (1) **Paul Winans**, president of Advertising Arts Agency, Los Angeles, who enlisted in the Army Air Corps in 1918 but was transferred to Kelly Field for duty with the Signal Corps as a radio technician, and assigned to a bombing squadron. (2) **Stanley E. Hubbard**, president of KSTP, St. Paul, who in 1918 joined the First Signal Corps under which Army aviation operated; he did not see much flying service in the Army, but after the war he became one of the first commercial fliers, working out of Louisville, Key West and New York—and while barnstorming in New York won the dubious distinction of being the first pilot to fly his plane under Brooklyn Bridge. (3) **Paul H. Raymer**, station representative, who was an ensign and first pilot of naval aviation and saw about two years of active duty on the submarine patrol off the English and Irish coasts.

Breweries in Various Parts of Country Sponsoring Brisacher's Series on Coast

ELEVEN BREWERS in various parts of the United States have signed for sponsorship of the co-operative transcribed *Barrel of Fun*, which features Charlie Ruggles and Benny Rubin, according to Emil Brisacher, president of Brisacher, Davis & Staff, San Francisco. The program is being released on 45 stations and its nationwide sponsorship may double the number of stations carrying this show before the summer season begins.

The *Barrel of Fun* was created by Brisacher, Davis & Staff for its client, Acme Breweries. Production cost exceeds $4,000 for each of the 26 episodes.

Localized Angle

The program is produced before a live audience and has all of the feeling of a live broadcast. Because neither NBC nor CBS would accept beer accounts and because most brewers do intensified territorial advertising, transcriptions fit their needs better than a live production, the agency points out. The commercials of the various beers are transcribed on a separate record in Hollywood so that the program as broadcast has seemingly been transcribed for each individual sponsor.

The following are brewers sponsoring the program and the stations:

Acme Breweries, San Francisco: KIEM KMJ KGMB KGBU KDON KVCV KFBK KPO KVEC KDYL KFX KHJ.
American Brewing Co., Rochester, N. Y.: WSAY.
Brewing Corp. of America, Cleveland: WHK WIBX WSYR WJTN WMRN WMAN WLEU.
Falstaff Brewing Co., St. Louis: KXOK WWL WREC WOW WKY KTUL KRLD KTRH KTSA WCBS.
Fehr Brewing Co., Louisville: WHAS.
Fort Pitt Brewing Co., Sharpsburg, Pa.: WJAS.
Peter Fox Brewing Co., Chicago: WOWO.
Rubsam & Horrmann Brewing Co., New York: WOR.
Schmidt Brewing Co., Detroit: WELL WBCM WXYZ WFDF WOOD-WASH WIBM WKZO WJIM.
Schoenling Brewing Corp., Cincinnati: WCKY.
Tivoli Brewing Co., Denver: KOA.

John Paul Dickson Tells Of Nazi Imprisonment

JOHN PAUL DICKSON, MBS correspondent in Berlin, who was recently seized and detained by German authorities together with other American citizens, told the story of his nine-hour arrest April 3 on a special MBS program.

Stating that the arrest made no sense to him and offering no explanation for it, Dickson told of being put in a cell with three other Americans at 6:30 p.m. The only food he had was a sandwich he'd brought with him and a slice of bread at 10 p.m. Five hours later, he was awakened, Dickson said on the broadcast, "and told to dress because I was to be cross-examined. Following the warden, I entered a dark room where an official sat. He informed me I was released and was at liberty to leave."

Oakite Placing

OAKITE PRODUCTS, New York (household cleaners), are sponsoring announcements on participating programs—five-weekly on WOL, Washington; thrice-weekly on WEEI, Boston, and WFBR, Baltimore; twice-weekly on WCAU, Philadelphia; weekly on a split Yankee Network. More stations may be added. Calkins & Holden, New York, is agency.

Beer Spots Barred Next to Can Series

Local Breweries Protest as Pabst Signs Many Outlets

AMERICAN CAN Co., New York (Keglined Cans), aroused protests from local breweries the first week in April when it notified breweries throughout the country that *The Amazing Mr. Smith* was to start on 78 MBS stations, April 7, 8-8:30 p.m. (EST) and suggested that users of its product buy spot or tie-in announcements preceding or following the shows.

Breweries approved of the suggestion and immediately began contacting—some direct and others through their agencies—the stations for available times. First under the wire was Pabst Sales Co., Chicago, who, through its agency, Lord & Thomas, same city, within the hour wired every station scheduled to carry the programs. Between 65 and 70 stations responded with available spot time, many informing Pabst that its wire was received only a few minutes before request of other breweries. One station reported eight such inquiries. In no reported instance was Pabst beaten.

Breweries Complain

With regional users of Keglined cans unable to tie-in with the program, and other national users also out because of Pabst's quick action, American Can executives found their hands loaded with complaints from customers.

A meeting was called in Chicago between representatives of American Can, Pabst and Lord & Thomas. Pabst agreed to relinquish its contracts with stations when American Can agreed to protect the stations for committed time. To make doubly sure the stations understood they were not to be losers in the controversy, Lord & Thomas piped a message to all Mutual affiliates on the network's conference call bulletin April 5, just two days before the program was to start, advising them of American Can's agreement to protect their interests.

Mutual was advised that no beer accounts would be acceptable preceding or following *The Amazing Mr. Smith*.

Young & Rubicam, New York, handles the American Can account.

Old Ben Coal Series

OLD BEN COAL Corp., Chicago (Green-Marked Stoker Coal), on April 4 dropped *Nothing but the Truth*, featuring Alexander McQueen, on WGN, Chicago, but has set plans for the same program for a 2-week series on 16 stations to start Aug. 1. New five-minute series will be transcribed, with the exception of WGN which will release it as a live show, and will be heard on a Monday through Friday basis. A. L. Galee is the account executive of the J. R. Hamilton Adv. Agency, Chicago, which handles the account.

Supreme Court Review Seen Possible To Test Authority of Federal Tribunal

POSSIBILITY that the Supreme Court may pass on the power of the U. S. Court of Appeals for the District of Columbia to issue stay orders from FCC decisions, under the Communications Act of 1934, was considered likely following reargument of the issue April 7 before the lower court.

The entire six-judge court heard arguments from Joseph L. Rauh, assistant general counsel of the FCC, in favor of a previous decision by three members of the court holding that it was without authority to enjoin FCC actions. Paul M. Segal, counsel for Scripps-Howard Radio, on behalf of WCPO, Cincinnati, argued in favor of the court's jurisdiction.

The original opinion on Feb. 3 was by a divided court, with Associate Justices Justin Miller and Wiley Rutledge sustaining the FCC view, while Associate Justice Harold M. Stephens strongly dissented. Reargument before the entire court was authorized on motion of Scripps-Howard Radio.

It is expected the full court will issue a written opinion on this fundamental question. A divided court is predicted, particularly in the light of the original split opinion of the three-judge panel and based on questions from the bench during the April 7 argument.

To Seek Review

Should the court divide 3 and 3, the previous judgment holding that the tribunal is without authority would prevail. In that event, it is presumed Scripps-Howard Radio will seek a Supreme Court review. Because of the novel question, chances for review by the highest tribunal are considered good. On the other hand, it is presumed that if the court reverses its former action, the Government will seek a Supreme Court review.

WCPO had appealed from an FCC decision authorizing WCOL, Columbus, to operate on 1200 kc. with 250 watts, which the Cincinnati station contended would sharply curtail its audience on that frequency. WCPO contended the action was taken without notice and hearing.

In requesting reargument, Mr. Segal contended the three-judge court's divided opinion terminated uniform practice on issuance of stay orders which had been followed for 14 years and that the question involved is a basic one of administrative law.

He said the Commission already has effected the change and that WCOL now is operating on the new frequency. He argued that testimony in the case was procured "by correspondence" and that his client had been denied a hearing in what amounted to an ex-parte proceeding. Mr. Rauh, defending the original court ruling, argued that WCPO had not exhausted its legal remedies before the FCC. Moreover, he said he had an affidavit to show that WCPO had suffered no irreparable injury, since last year its business had been 2½ times better than the preceding year.

Mr. Rauh contended the law was clear that stays could not properly be issued. Stay orders were proper before the statute had been amended by Congress, he said. He declared the court can lay bare errors of law and send them back to the FCC for correction.

Apropos WCPO's claim of loss of coverage, by virtue of the WCOL occupancy of the same frequency, Mr. Rauh argued that the FCC does not write into station licenses the areas to be covered. No rights beyond those expressly set out in the license, covering power and frequency, can be protected, he contended, and therefore WCPO was in no position to obtain injunctive relief.

Mr. Rauh made the novel argument that the frequency in question no longer applied anyway, since the March 29 reallocation resulted in moves up the band 30 kc. for both the 1200 and 1210 kc. channels.

Mr. Segal contended this argument was fallacious in that the FCC has issued orders covering the Havana Treaty reallocations automatically assigning stations to their new wavelengths.

Names for News

WIBG, Glenside, Pa., instead of classifying its news periods simply as newscasts, has now tagged each period with a descriptive title. Throughout the day, newscasts are presented by the following titles: *Sunrise Edition, Commuters Special, Morning Extra, News at Noon, The Front Page, Newsreel of the Air, Three Star Extra* and *Night Extra.*

AGENCY *Appointments*

MOSS BROTHERS NUT Co., Philadelphia. (Chunk-E-Nut Peanut Butter & Packed Nuts) to The Clements Co., Inc., Philadelphia. Currently plans call for a radio campaign in the Philadelphia territory to start in mid-May. One station will be selected in the initial campaign until expanded distribution is achieved.

ROBERTS Co., Burlingame, Cal. (Pestex Agency, San Francisco. Radio will be used.

NAPLES FOOD PRODUCTS Co., Watertown, Mass. (spaghetti), to Badger & Browning, Boston. Said to be using radio.

ARMOUR FERTILIZER WORKS, Atlanta, to Liller, Harris & Neal, Atlanta.

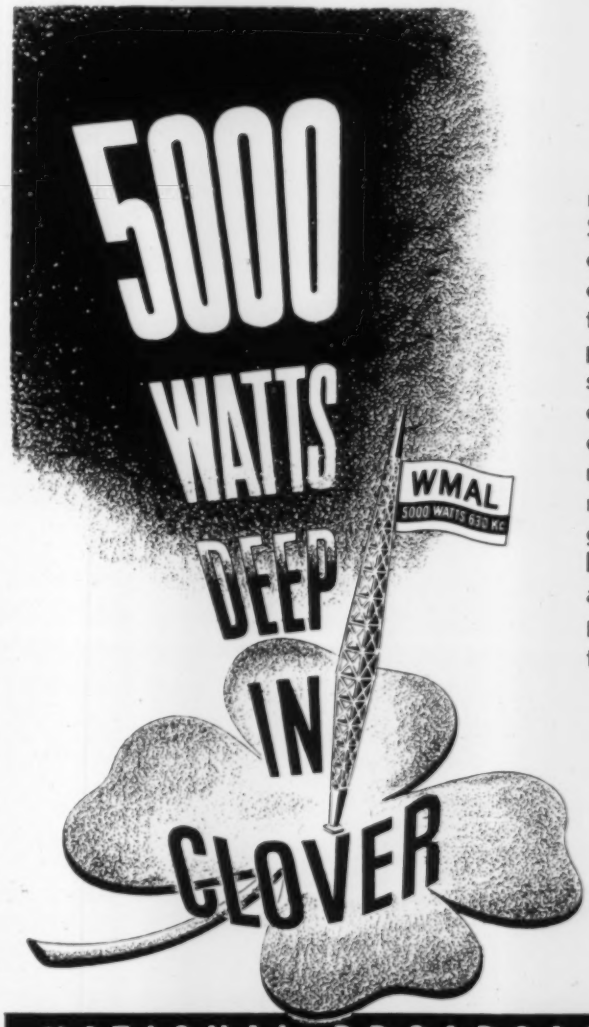
PETER DOELGER BREWING Corp., Harrison, N. J., to O. J. Hartwig Adv. Agency, N. Y.

INTERNATIONAL MILLING Co., Minneapolis, to Campbell-Mithun, Minneapolis.

CROSLEY Corp., Cincinnati (autos), to Keeler & Stiates, Cincinnati.

SAPOLIN PAINT Co., New York, to Cecil & Presbrey, N. Y.

CROSLEY Corp., Cincinnati (autos), to Keeler & Stiates, Cincinnati.



WASHINGTON business is at an all time high. Uncle Sam's payroll is greatest in Governmental history—$20,000,000 every two weeks. Washington's trading area with 1,000,000 people with 2,000,000 person spending power (per capita income twice that of any other U. S. city)—and thousands coming every month to add to this great total makes Washington the fastest growing city in the nation and the best U. S. market. It's CLOVER—and WMAL's new 5,000 watt power Day and Night is right in the heart of Washington's crop of sales.

You can have a program on WMAL that will put your sales in clover. And it can be tailored to your budget. Phone, wire or write for the facts now.

NATIONAL BROADCASTING COMPANY

TRANS-LUX BUILDING • WASHINGTON, D. C.

WMAL IS REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES IN WASHINGTON, NEW YORK, CHICAGO, SAN FRANCISCO, BOSTON, CLEVELAND, DENVER AND HOLLYWOOD.

Purely PROGRAMS

FEATURING "just ordinary children", *Kids of the Week*, made its appearance on KJR and KEX, Portland, on April 13. The program centers about an interview of some outstanding personality or a roundtable discussion, conducted by teams of youngsters, three boys and three girls to each performance, rotating age-groups of 10-12 and 12-14 and changing the team personnel every week. Purpose is to show the straightforward, down-to-earth functions of the youthful mind.

* * *

Bundles for the Boys

LETTERS from boys whose homes are in or near New Haven, who are now in the Army, are featured on *Bundles for Our Boys*, on WELI. In addition, boys home on leave are interviewed as to their life in camp. On the program the public is asked to send to the sponsor such items as books, magazines, cigarettes, and the like, which are then made into bundles and shipped to the boys in camp.

* * *

Apartment Hunters

A SERVICE PROGRAM for apartment hunters has been started on WQXR, New York. On the program, sponsored by a New York realty firm, listeners are asked to write or telephone their apartment problems and attempts are made to straighten them out.

Pranks and Parents

A NEW SERIES of broadcasts, dealing with a typical adolescent escapade, combining the Henry Aldrich type of comedy with information designed to build a better understanding between parents and their children, was started on KOA, Denver, April 6. The educational feature, known as *Betwixt & Between*, features true-to-life situations and fast-moving dialogue.

* * *

Life of a Private

BUILT around the life of an Army private, a new series to be started on WWL, New Orleans, will feature every phase of military life, from the first oversized pair of hiking boots to the last KP duty. The program will originate at Camp Livingston, and will attempt the most complete record possible of life in an Army camp, 1941.

* * *

Store Interview

INTERVIEWS with the personnel of William Filene's Sons, Boston, on WEEI, from basement bundle-wrapper to executive, are used to interest shoppers in the clerks who serve them.

SOUP-TO-NUTS NETWORK has been set up by young John Simon, 12, son of Robert A. Simon, continuity editor of WOR, author and music critic of the *New Yorker*. The microphone, set up in the middle of the dining room table has direct communication with the maid and cook. Here is 8-year-old Peggy giving her order for another helping of dessert to her brother, who relays it to the kitchen.

* * *

Drama by Workers

PERFORMERS will be the sole judge of a series of programs being planned by WDAS, Philadelphia. Arrangements are being made with industrial concerns to broadcast programs of their employe groups with the personnel manager recruiting the talent, assisted by the station program department. They will guide employes in producing a series of programs. And after they are rehearsed and ready for presentation, transcriptions will be made. Recordings will be played back to the entire force at the factories, votes taken to decide the best program to be used for station presentation. Aim of the programs will be to improve employer-employe relations and offer the station a new source of talent.

* * *

The Public Performs

THE RADIO audience will have a chance to either write dramatic sketches or act in them when *The People's Playhouse* program featuring Bob and Betty White, goes on WOR, New York, April 8. Ideas submitted by the public will be dramatized and on each program one amateur actor and one amateur actress will appear with the Whites.

* * *

Maids and Mikes

THE SERVANT problem will be investigated from both sides in a new series, *Maids & Mistresses*, on KSTP, St. Paul. Broadcast as a feature of a daily women's page program, the series will bring maids and their mistresses before the microphone to discuss mutual problems.

* * *

Week's Woman

EACH WEEK the outstanding "woman of the week" is interviewed on *Listen, Ladies*, feature of WHBF, Rock Island, Ill., conducted by Millicent Polley.

Psychological Quiz

QUIZ SHOW with a psychological twist, *Was I Right?*, is a regular feature of WAKR, Akron. Sponsored by the Firestone Park Trust & Savings Bank, the program features situations sent in by the listening audience who describe what happened and what they did under the circumstances. Two teams of three, chosen from local clubs, give their reactions on what they would do if confronted with a like situation, after which an Akron attorney discusses the situation with the contestants. Dr. George Hayes, head of the psychology department of the U of Akron determines what the correct average Human Behavior would be, and scores the teams accordingly.

* * *

Budding Farmers' Quiz

STUDENTS studying agriculture compete in teams on *Farm Quiz*, on WNAX, Yankton. Each week high school teams from three surrounding states are featured, two for the quiz, and one for a discussion group. Idea is to help further the interest of high school students in agriculture, which they can carry with them to their various State agriculture colleges.

* * *

BMI Quiz

NAMES OF PERSONS in the vicinity of WDAY, Fargo, N. D., are announced throughout the commercials of *Hidden Treasure*, a program of popular BMI and public domain music. The names are hidden so that it is difficult to catch them; however, if a person does recognize his name, he receives a cash award.

* * *

Tax Troubles

AN ATTEMPT to solve taxpayer troubles is being made on a new educational program *Austin Peabody, Assessor*, on WTAG, Worcester, Mass. Each week a different State law is dramatized with the purpose of correcting common misunderstandings between property owner and assessor.

* * *

Information for Children

EDMONTON'S public libraries, in conjunction with CFRN, have start-*Mr. Information*, for school children. Pupils are requested to write in to the libraries any questions, and the answer is given out over *Mr. Information*.

* * *

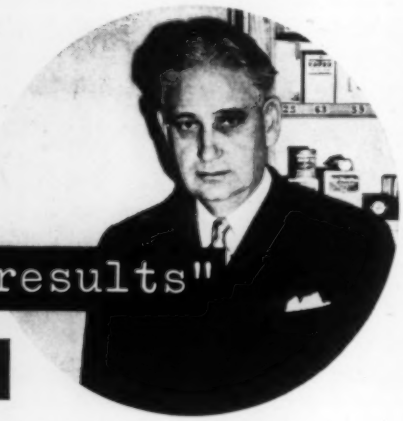
Dancing Drama

DRAMATIZATIONS of lives of famous exponents of the dance, particularly ballet, are the substance of *Adventures in the Art of Dancing* recently launched on KLX, Oakland, Cal.

* * *

For the Bride

AN ETHER VERSION of a school for young housewives still new to the mysteries of domestic economy is *Brides' Forum*, recently started on KLX, Oakland, Cal.



"KNX gets results"

says Druggist Lee

An astute and progressive Southern California retailer for fourteen years—and currently serving the industry as first vice-president of Southern California Retail Druggists' Association—John M. Lee knows the retail drug business . . . knows, too, that "Radio today is the major advertising force in whooping up interest in new drug products and in keeping old-line brands on top.

"We feel KNX results here in the store."

Naturally, the station that has the most listeners tonight will influence the brand choice of the most drug store patrons tomorrow . . . *Naturally*, KNX is the most influential selling force in Southern California because it is the tune-in preference of the most Southern Californians.

KNX LOS ANGELES

50,000 WATTS

COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA

Owned and Operated by the Columbia Broadcasting System • Represented by RADIO SALES

KOIN and KALE

CBS • PORTLAND, OREGON • MBS

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

Merchandising & Promotion

Fags for Fighters—Syrup Party—Friendly Rings—Club's Anniversary—Gratitude

GLOBE BOTTLING Co., Los Angeles (Wilshire Club beverages), periodic user of radio, on April 14 starts testing the quarter-hour five-weekly transcribed adventure series, *Captain Danger*, on KHJ, Hollywood. If successful, stations in Bakersfield, Monterey, Santa Barbara and San Bernardino will also be used, tieing in with local distributors. Written and produced by Bennett-Downie Associates, Beverly Hills, Cal., the series has proof-of-purchase merchandising plan, directed to children. It includes a Mystic Patrol Club, and loose-leaf *Book of a Thousand Secrets*, with a page being added weekly. Banner streamers on Globe Bottling delivery trucks, window and store displays and newspaper advertisements are included. For a week in advance, daily spot announcements were made to announce the series placed by McElroy Adv. Agency.

* * *

Cigarettes for Soldiers

IN COOPERATION with Larus Bros. Co. (Edgeworth, Domino), WRVA, Richmond, is providing all participants on its *Okay America* shows, which it originates from Camp Lee and various military points in the Tidewater area, with free cartons of Domino cigarettes.

Sugaring-Off

CBS *Country Journal* originated April 12 in the main studio of WEEI, Boston. Occasion was an old-fashioned Vermont sugaring-off party conducted by George F. E. Story, county agent of Worcester, and attended by notables in the agricultural field. Genuine Vermont maple sugar and clean snow was rushed from Vermont to WEEI so that the sweet could be eaten with snow in traditional fashion. Miniature churns filled with the maple sugar were sent out to the trade by WEEI on the occasion.

* * *

Friendship Rings

"FRIENDSHIP RINGS" are being offered to listeners by Lanny Ross on his Monday-through-Friday quarter-hour program on CBS at 7:15-7:30 p.m. for Franco-American spaghetti. The rings are made of sterling silver, embossed on the outside with an attractive ivy leaf pattern, with the signature of Lanny Ross engraved on the inside of the band. A label and 15c are submitted with the request for the ring. Campbell Soup Co., Camden, sponsors the program.

* * *

Party for Women

CELEBRATING the first anniversary of the *WBLK Woman's Club*, the Clarksburg, W. Va., station was host recently to a theatre party of the club's 1100 members The birthday program was presented from the stage on which was a hugh birthday cake with a single candle burning throughout the broadcast. After the program, a motion picture was shown and guests were given souvenir bonbon dishes and an album of WBLK radio stars.

* * *

Thanks From the Red

ALL NBC-Red network clients have received a reprint of the Red advertisement "Orchids to Our Advertisers", which apeared in BROADCASTING, March 10, with a letter from Roy C. Witmer, vice-president in charge of NBC-Red, thanking them for their cooperation in making the Red Network "the outstanding broadcasting chain of the country".

BROCHURES

WWL, New Orleans—Four-page pictorial folder on *Our Mass*, weekly broadcast of the Mass at Loyola U broadcast every Sunday morning since September, 1924.

WFIL, Philadelphia—An 8-page pictorial magazine, *WFIL News*, in two colors, to be published monthly, for trade distribution.

WGKV, Charleston, W. Va.—Red-and-blue piece of 12 pages telling the story of the Charleston market.

WSJS, Winston-Salem, N. C.—Planographed booklet in two colors giving coverage figures and service signal of station on new 600 frequency.

WAOV, Vincennes, Ind.—A 25-page, letter-sized brochure with four-color cover "This Is Vincennes WAOV".

. . . . the More the Merrier

• We're selling lots of merchandise for lots of smart advertisers, but there's always room for more. Let KRRV carry YOUR message to the million and a quarter folks in the 36 counties of prosperous North Texas and southern Oklahoma. It's a THRIFTY buy! For more information, write KRRV, Sherman and Denison, Texas.

An Affiliate of the
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

The Sherman-Denison Station
KRRV
910 KC. 1000 WATTS

Josh Higgins
OF
FINCHVILLE

A Program—

with a large, ready-made, responsive audience—

that drew 6,000 requests for a poem from men and women in all walks of life on only one announcement—

which so inspired the State of Iowa that they dedicated a park to and named it after Josh Higgins—

after which the National Home and Garden Exposition named a garden—

great in influence and low in cost—

PLUS WENR

A Station—

that serves 3,405,000 radio families—

with a 586-foot, 50,000-watt transmitter that blankets the huge Chicago market—

that is the key outlet of NBC's famous Blue Network—

EQUALS

increased sales and profits with less effort in the Chicago area—America's second richest market.

Further information about "Josh Higgins of Finchville" and Station WENR upon request, and remember

YOU GET MORE FOR LESS ON

WENR

Represented Nationally by the NBC Spot Offices in New York, Chicago, Boston, Washington, Cleveland, Denver, San Francisco, and Hollywood.

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A New Order

THE GEARS are beginning to mesh on a new regulatory order in radio. President Roosevelt, it appears, has personally taken a hand in the matter by assigning his key public relations advisor, Lowell Mellett, to a preliminary study of the effect upon public service of newspaper ownership of stations. And a move toward introduction of new legislation to reorganize the FCC is getting under way on Capitol Hill.

It has been evident for some months that the FCC's anti-radio tide can be stemmed only by coordinated action between both ends of Pennsylvania Avenue—at the White House and in Congress. The FCC is too far advanced in its crusade against the status quo of commercial broadcasting to mend its ways. The check must come by legislative enactment, with White House blessing.

Since the latest reorganization of the FCC its actions have been almost entirely negative, even though the intentions of the majority may have been to promote the public welfare ultimately.

A quick inventory fails to reveal anything really constructive. For example, television, which appeared on the brink of public acceptance a year ago, has been all but scuttled as an immediate public service because of the bogging down of new non-national defense developments. FM appeared off to a good start only a few months ago, but likewise has been slowed down to a walk by the newspaper-station inquiry of the FCC. And the network-monopoly report prospects, along with the fears engendered by newspaper-ownership investigation and the onslaught against clear channels —all have tended to shatter confidence in the future.

It was not until the newspaper-ownership inquiry order of last month that an aggressive effort toward clearing the atmosphere got under way. In selecting Mark Ethridge as their leader the group of publisher-broadcasters drafted the industry's outstanding figure, who has a record of getting things done. He carried the issue direct to the White House.

What transpired at Mr. Ethridge's conference with the President on April 7, of course, has not been made public. The fact that Mr. Roosevelt saw fit to assign Mr. Mellett, himself a former newspaper executive, to a study of the newspaper-ownership issue is proof that the President is not satisfied with the FCC's course of action.

Moreover, two years ago Mr. Roosevelt, in advocating legislation to reduce the FCC to a three-man agency, said he was "thoroughly dissatisfied with the present legal framework and administrative machinery of the Commission" and that he had come to the definite conclusion that new legislation is necessary to effect a satisfactory reorganization of the FCC.

Certainly in the two years that have transpired since the President made this observation the situation has not improved. It is our humble and considered view that if a reorganization was desirable on Jan. 24, 1939, when the President wrote Chairmen Wheeler and Lea of the Congressional committee advocating new legislation, then it is ten-fold more so today.

Summer 'Naturals'

THE TRAVEL and hotels classification of sponsoring business on the networks represented less than $350,000 last year, and it is doubtful whether much more was spent on spot and local. Yet travel and vacationing, with all their concomitant activities such as fishing, boating, hunting, etc., represent billions of dollars annually in consumer expenditures and should be among the most advertisable "commodities" on the radio.

For some reason, possibly the lack of adequate effort, radio has pulled relatively little business out of this field, though travel and resort advertising is a major item of magazine and newspaper linage.

It is gratifying to report [BROADCASTING, April 7] the Province of Ontario signing up for a late Sunday afternoon half-hour variety show on CBS, starting this week, designed to promote tourist visits to Canada. That radio can and will "pull" for a client like this, there can be no doubt. That radio should go after more of this kind of business, goes without saying. The summer vacation season in the offing presents a challenge to broadcaster-salesmanship.

Voluntary Restraint

AS THE WAR pace quickens, we hear more and more loose talk about censorship in this country—censorship of the press, radio, motion pictures, and in fact every avenue for the conveyance of public intelligence.

It is unfortunate that there is so much talk about a subject on which most of the talkers know so little. That goes for those in industry as well as Government.

In times of national stress, it should be obvious that Government cannot function normally. In the public information field, certain developments are kept secret for reasons of state. But that doesn't mean that censorship, of the brand invoked abroad, is in force. Censorship means actual blue-penciling by Government censors of news dispatches or script before publication or broadcast.

Recently the Secretary of the Navy asked all news disseminating media to refrain from publication of information on movements of British ships into our ports for repair because the news might be used by Britain's enemies. The information was not released, so no stories could be written anyway, unless reporters happened to pick up the data unofficially. That is not censorship. It might be classified as voluntary restraint, but nothing more.

Publication last week by some newspapers of news and pictures covering arrival of a British battleship in New York for repairs drew sharp rebukes from President Roosevelt, Steve Early, his secretary, and Secretary of the Navy Knox. They called for voluntary control of news on a more stringent basis and Secretary Knox praised radio and the cooperating press for living up to his previous request.

Nobody in Government, press or radio wants official censorship. But obviously some control must be exercised over dissemination of news that may be of benefit to the dictator powers. The best way to avoid official censorship is to exercise voluntary control. The lesson of last week's incident would seem to be: When in doubt, check best available sources before disseminating military information.

The RADIO BOOK SHELF

EDWARD R. MURROW, chief of the CBS European staff, has published a compilation of transcripts of his broadcasts during the first 16 months of the war. Edited by Elmer Davis, CBS news analyst, *This Is London* [Simon & Schuster Inc., New York, $2], gives a colorful, sensitive behind-the-news report from the "sitzkrieg" in its early stages through the failure of the British in Norway, the disaster in Dunkirk, the Battle of Britain and up to the Battle of the Atlantic. More than that, the book brings out the human factors in the war, the changing ideas and emotions, the hopes and fears and endeavors of Englishmen of nearly all classes.

CANADIAN broadcasting industry was featured as a rapidly growing big business in an article by James Montagnes, BROADCASTING's Canadian correspondent in the March *Canadian Business*, official organ of the Canadian Chambers of Commerce. The problems of the Canadian industry in the last few years in making its way out of the red into the black are described in detail. The work of prominent Canadian broadcasters in developing a cooperative system of working with the government-owned Canadian Broadcasting Corp., the problems still facing the industry, policy on television and FM are other topics covered.

PUBLICATION May 15 of a book containing 27 scripts from its *Invitation to Learning* series has been announced by CBS. Included with the scripts will be a complete record of the remarks of Mark Van Doren, Allen Tate and Huntington Cairns, regular participants, together with the comments of special guests on such works as Dante, Homer, Shakespeare and Pascal.

We Pay Our Respects To —

HAROLD LEIGH McCLINTON

COUPLE OF YEARS ago the landing gear jammed on a plane as it was circling for a landing at the Los Angeles Airport. Passengers, among them Hay McClinton, were informed of the trouble, padded and strapped into their seats, and told the ship was going to pancake in.

Next thing Passenger McClinton knew, he was being tugged at and manhandled by a rescue squad which had axed its way through the side of the ship. Gathering his bulk (and there's quite a lot of it) as soon as he was free of the straps, he collared one of the rescuers and yelled——

"Hell, get me out of here. I've got to make the next plane for San Francisco!"

That crack has gone down as one of the classics in the annals of the airport. And it ought to go down as a classic in the annals of "Hay" McClinton, vice-president of N. W. Ayer & Son in charge of radio. For his life during the last ten years has been one of plane schedules and trying to be several places at one time—in spite of hell, high water or jammed landing gears.

Hay, who answers to the full name of Harold Leigh McClinton only in Social Security questionnaires, was born June 16, 1898, in the little town of Port Townsend, Wash., then the customs port of entry for Puget Sound. Perhaps the travel star marked him from infancy, for his father was a sea captain, running then between Seattle and Alaska—when Alaska was really Alaska!

Hay was just about two when his family moved home port to Seattle, and there he spent the next 22 years, with the exception of a stretch in the Field Artillery in this country and France during the World War. In Seattle he attended grammar school, high school, and then the U of Washington, where he was a Beta Theta Pi, and helped pay his way as campus correspondent for the *Seattle Times*, and later as columnist for the *Seattle Star*. While in college he joined the Army, enlisting as a private and emerging from the war with a sergeant's stripes.

After graduation in 1922, he joined the *Public Ledger* in Philadelphia, where he remained for six years, becoming progressively head of the copy desk, foreign editor, telegraph editor and swing man who filled in for various editors on their nights off.

From the *Ledger*, Hay took the familiar step into publicity and promotion, serving as promotion manager for the Penn Athletic Club in Philadelphia. Then, in 1929, he joined the publicity department of N. W. Ayer & Son, where he handled publicity for the Brazilian American Coffee Assn., Warren Telechron Clocks and other accounts.

When the NRA came into being in 1933, Hay was loaned to the Government for six months to help set up Gen. Johnson's publicity department. Here he helped Charlie Coiner, Ayer art director, work out the design for the Blue Eagle.

His debut in radio came about almost accidentally. Ford Motor Co. had brought the Detroit Symphony Orchestra to Chicago in 1934 for 12 weeks of outdoor concerts at the Century of Progress. Managing these was part of his job as chief of Ford publicity at the Exposition. The concerts were so successful that at the conclusion of the Fair it was decided to put the orchestra on the air—and that's how the *Ford Sunday Evening Hour* was born.

Because of his familiarity with the work and the musical problems, Hay was moved to Detroit to handle the *Sunday Evening Hour*. That eventually involved handling other Ford radio programs, which at various times, included the Fred Waring series, the Manzanares series, the World Series broadcasts, *Universal Rhythm*, *Al Pearce & His Gang*, transcriptions and spot announcements. It also led to Hay's present position as head of radio for Ayer.

Hobbies? Well, they're all of the busman's holiday type—music, the theatre and writing. In the latter classification, he has done quite a bit in both prose and verse, and his wares have been published in the *New Yorker*, in the old *Life* and in *Judge*.

Family? As he puts it himself, his present family consists of a wife, a 15-year-old son, an 11-year-old daughter, a six-year-old dachshund, and a maid.

Tall, rangy, good-natured and possessed of a fine sense of humor, Hay is easy to get along with, and at the same time is able to get the best results from talent. He is on equally familiar terms with long-hairs and jivers, with comedians and actors. During his radio career he has handled the complete scale of program types, and has hung up some good ratings along the line.

Just as an idea of how a radio executive has to get around, here's Hay McClinton, who has probably handled more big-league opera singers and orchestra conductors than any other radio man in the country, now shaping up one of the largest programs of baseball broadcasting for Ayer's client, Atlantic Refining Co. (Incidentally, Ayer claims to handle more spot radio than any other agency.) But, as Hay pointed out in a "learned" dissertation on radio entertainment he was asked to write this year for *The Annals* of the American Academy of Political & Social Sciences, "It's all in the radio day."

Personal NOTES

ELMER DAVIS, CBS news analyst, has been invited to be Commencement Day speaker at the exercises of Franklin & Marshall College, Lancaster, Pa., June 4. Davis is a graduate of Franklin College in Indiana and was Rhodes Scholar at Oxford in 1912.

FRANK CRENNAN, formerly on the production staff of the Yankee Network, and previously an NBC engineer, has been appointed night production manager of WNEW, New York.

E. SCUYLER ENSELL, formerly a timebuyer with BBDO, New York, and recently a member of the sales staff of International Radio Sales, New York, has joined the staff of WABC, New York, in a similar capacity. Beverly M. Middleton, WABC salesman, has been transferred to CBS Radio Sales.

CURTIS J. HARRISON, former advertising manager of *Photoplay* Magazine, has joined the sales department of MBS.

ROBERT WASDON, former sales manager of WLPM, Suffolk, Va., has been appointed to a similar position with WGKV, Charleston, W. Va.

DR. LEON LEVY, president of WCAU, Philadelphia, is ill with an infection of the throat.

LUTHER HILL, vice-president of the Iowa Broadcasting Co., has returned from a six-week vacation to Jamaica, British West Indies.

KINGSLEY F. HORTON, sales manager of WEEI, Boston, has been appointed chairman of the radio committee for Cabaret Night of the American Federation of Advertisers Convention in Boston next month. Mr. Horton is to leave for a two-week vacation in the Bahama Islands the latter half of April.

WEBB ARTZ, radio news manager of United Press, is in the Indianapolis General Hospital, where his condition is described as serious.

LYLE MUNSON, formerly of WILL, Champaign, Ill., has joined the sales department of WCBS, Springfield, Ill.

FRED A. PALMER, vice-president and general manager of KOY, Phoenix, for the last four years, has resigned. He is visiting relatives in Ohio and has not yet announced future plans.

ARDEN X. PANGBORN, recently managing editor of the *Portland Oregonian* and newly-appointed managing director of its two stations, KGW and KEX, and Mrs. Pangborn on March 24 became the parents of a baby daughter, Mary Alice, their second child.

FRANK E. MULLEN, executive vice-president of NBC, and Mrs. Mullen are the parents of an 8 lb. 6 oz. son, Frank E. Jr., born April 5 in New York.

DR. AUGUSTIN FRIGON, assistant general manager of the Canadian Broadcasting Corp., who has had his office in Montreal since his appointment several years ago, will move to Ottawa where General Manager Gladstone Murray has his headquarters.

R. T. BOWMAN, Canadian Broadcasting Corp. special events chief, who has been in charge of the CBC Overseas Unit in England for 15 months, is home on leave.

DAVID TAFT, youngest member of the family owning WKRC, Cincinnati, and a member of the station sales promotion department, leaves April 25 for Army training.

GORDON GRAY, owner of WSJS, Winston-Salem, is the father of a boy born April 2.

ARTHUR Q. MOORE, formerly manager of KVOS, Bellingham, Wash., has joined KMO, Tacoma, in an executive capacity.

EARL J. GLUCK, president and general manager of WSOC, Charlotte, N. C., has been ordered to Charleston, S. C., for active service in the Navy. Mr. Gluck, a lieutenant-commander in the Naval Reserve, had been in charge of Navy recruiting for the Charlotte area.

JAMES M. LeGATE, manager of WHIO, Dayton, O., has been appointed general chairman of the music festival division of the Dayton Centennial-Miami Valley Celebration June 15-22, celebrating the 100th anniversary of the founding of Dayton.

LEE POTTER, WCCO, Minneapolis, salesman, newest member of the staff, will leave about May 1 to join the Naval Air Force at Pensacola. Robert Buechner, formerly of the Wainwright, Luce & Willetts brokerage house in New York City, and brother of Thomas Buechner, vice-president of the Ted Bates Agency, has been named to succeed Potter.

JOHN M. CARNEY, formerly of the General Amusement Co., and previously manager of the radio department of Music Corp. of America, has joined the sales staff of WINS, New York.

NILES TRAMMELL, NBC president, was host April 7 at a luncheon given in honor of the Grand Duchess Charlotte of Luxembourg.

GORDON WIGGIN, of the KOY, Phoenix, Ariz., staff, has been transferred to WLS, Chicago, where he will handle WLS merchandising and KOY sales promotion.

BEHIND the MIKE

JACK PEACH, Canadian Broadcasting Corp. producer, has joined the CBC Overseas Unit in London as commentator. He has been with the CBC since Feb. 1, 1937, joining from the staff of CRCV, Vancouver, now CBR. He accompanied King George and Queen Elizabeth on their 1939 visit to Canada, and since last summer has been special events director for CBC in British Columbia.

MRS. ELEANOR WILSON McADOO, daughter of Woodrow Wilson, World War President, has started a thrice-weekly quarter-hour commentary series on KFWB, Hollywood.

EDDIE HOLDEN, Hollywood creator of the *Watanabe & Archie* live and transcribed series, has established a new radio production unit under firm name of Holden Associates, with offices at 1680 N. Vine St., that city.

DON WILSON, Hollywood announcer on the NBC *Maxwell House Coffee Time*, sponsored by General Foods Corp., has been relieved of that assignment, with John Conte, m.c.-singer, taking over duties.

RAY EDWARDS, Polish language announcer, has joined the regular announcing staff of WNLC, New London, Conn., as junior announcer.

ROBERT SPARKES, formerly of WEST, Easton, Pa., has joined the announcing staff of WOL, Washington.

BILL CARPENTER, formerly of WRAL, Raleigh, has been appointed continuity head of WGKV, Charleston, W. Va.

ALLOY ST. JOHN GERARD, former staff announcer of WGKV, Charleston, W. Va., has joined WDNC, Durham, N. C. in a similar capacity.

KATHERINE CLARK, formerly a member of the news staff of WKRC, Cincinnati, has joined the news department of WLW, Cincinnati. Bob Hurles, formerly with a Cincinnati newspaper, also has been added to the WLW news room and Jack Vogele, in that division for the last three years, has resigned to become a traveling representative of the Appalachian Coal Co.

FRED CUSICK, graduate of Northeastern U., has joined WCOP, Boston, as sports announcer.

DICK DORF was named to the announcing staff of WOR, New York, after one day's experience with WFAS, White Plains, N. Y.

A Department Store

"Used KOA programs daily... our sales have gone up steadily ...No other radio station has ever produced such excellent results...KOA results justified devoting a major portion of our advertising appropriation to broadcasting over your station."

KOA 50,000 WATTS NBC RED NETWORK

DENVER

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

BASIL RUYSDAEL, announcer on the CBS *Hit Parade*, has added the internationally famous Van Balen-Jan Brueghel painting, "Feast of the Gods", painted in 1610, to his collection of 20 canvasses.

PHIL McHUGH, of the CBS New York production staff, has been inducted into the Army. McHugh, in collaboration with Jim Fleming, CBS announcer, has had a song, "Right or Wrong", accepted by BMI.

LEE WOOD, formerly associated with stations in Cincinnati, Denver and San Francisco, has joined the staff of KJBS, San Francisco as announcer and continuity writer.

ART CARTER, NBC Hollywood photographer, is writing a book on photography titled *Flash Bulber*, to be published by Simon & Shuster.

RICHARD BROOKS, NBC Hollywood commentator, is author of a new book of short stories, *Splinters*, released through Suttonhouse Ltd. Book consists of stories used on his NBC *Sidestreet Vignettes* program.

JOE PARKER, NBC Hollywood producer, has written a new song, "Hold Out for Heaven", to be released through E. B. Marks Publishing Co.

J. C. LEWIS Jr., KHJ, Hollywood, producer, has written a new tune titled "Mr. Franklin D.", recently given its premiere by Betty Rhodes and Maxine Gray on the weekly MBS program, *Adventures in Rhythm*. He also wrote lyrics and melody of "Fishin' & Wishin' ".

HOWARD DUFF, Hollywood radio actor who portrays Lynn Reed in the weekly NBC *Dear John* program, sponsored by Welch Grape Juice Co., has been inducted into the Army.

JACK WORMSER, Hollywood sound effects engineer on the NBC *Fibber McGee & Molly* program sponsored by S. C. Johnson & Son, has been notified to appear for Army duty.

FRANKLIN BINGHAM, NBC Hollywood announcer-news commentator, has been signed as narrator of an MGM cartoon short.

DON McNAMARA, KFI-KECA, Los Angeles, announcer, is the father of a boy born recently.

MAURIE WEBSTER, CBS Hollywood announcer, has written an article for *Home Movies*, explaining process of using music in home movies.

ELMER R. HERKNER, program director of WHIP, Hammond, Ind., since 1937, resigned April 1.

OCTAVIO CESAR SORIANO, Tia Juana, Mex., radio announcer, was killed and four persons injured March 29 in an automobile accident near National City, Cal., March 29.

FRANK GOSS, Hollywood announcer, has been assigned to the weekly half-hour CBS *Hollywood Showcase*, sponsored by Richard Hudnut Inc., New York.

DON O'BRIEN, formerly with KTUL, Tulsa, and KMBC, Kansas City, has joined WNAX, Yankton, S. D., as sportscaster. He will alternate with Gene Shumate, of KSO, Des Moines, in giving telegraphic descriptions of St. Louis baseball games for KMA, Shenadoah, Ia., KOWH, Omaha, WNAX and KSO under the sponsorship of General Mills for Wheaties.

ROBERT PAGE, formerly with KWTO, Springfield, Mo., has been added to the announcing staff of WHK-WCLE, Cleveland.

ARTHUR J. SMITH, program director of WNAX, Yankton, S. D., is the father of his second child, a boy.

CATHERINE KANE, new to radio, has been named assistant continuity editor of WOL, Washington. Mrs. Helen J. Jett, secretary to the American Broadcasting Co., owner of WOL, has returned to her desk after a six-week illness.

Meet the LADIES

ELIZABETH REEVES

FORCE behind radio scripts of Knox Reeves Advertising Inc., agency handling such General Mills top network shows as *Jack Armstrong, By Kathleen Norris, Valiant Lady*, and *Mystery Man*, is Elizabeth Reeves, radio script editor. Recently she turned her talents to novel writing and has blossomed forth with *A House for Emily*, which is already being hailed by leading critics. "One of us writes a real novel of all of us," commented one. Mrs. Reeves' second book, *Sweet Are the Days* is now in preparation to appear in October.

WALTER KANER, formerly of WBNX, New York, has been appointed publicity director of WWRL, Woodside, N. Y.

ARTHUR CHAPMAN, Jr., formerly on the publicity staff of the New York World's Fair, has joined the CBS publicity department as a staff writer. Previously in the technical press bureau of Westinghouse and on the publicity staff of Jones & Laughlin Steel Co., Mr. Chapman also has been a reporter on the *Pittsburgh Sun-Telegraph* and New York newspapers.

REGINALD HARDEN, formerly of WFOR, Hattiesburg, Miss., has joined the new WMVA, Martinsville, Va., as chief announcer and production manager.

BERT COLTER, musical director of *Spreading New England's Fame*, sponsored weekly on Yankee Network by Wm. Wrigley Jr. Co., Chicago, for Doublemint Gum, has resigned to take charge of music at the new WMUR, Manchester, N. H., which starts operating early in May. Steve Burk, formerly of WCOP, Boston, and Yankee Network, has joined WMUR as production manager.

EDWARD G. WEBER, formerly news editor of the NBC Central Division special events and news department, has joined the Marines and has left for an eight-week training course at San Diego.

GENE FILIP, formerly of the *Chicago Tribune* editorial department, has been transferred to the WGN, Chicago, news room. He replaces Bob Hibbard, who was inducted into the Army.

WILLIAM PHILLIPS, new to radio, has joined the WGN, Chicago, traffic department. Phillips replaces Earl Schwartzkopf, who has been inducted into the Army.

HARRY G. BRIGHT, chief announcer and production manager of WGBR, Goldsboro, N. C., has disclosed his marriage last December to Marjorie Lee James, staff vocalist.

JAMES McGRATH, announcer of WINX, Washington, suffered several fractured ribs, abrasions and possible internal injuries April 9 when he fell through an open skylight while extinguishing a minor fire at the station.

TOM LIVEZY, announcer of WFEX, Philadelphia, resigned effective April 18.

ROY A. MAYPOLE Jr., radio actor, producer and writer, formerly of NBC, WARD, New York, and WWJ, Detroit, has joined WABC, New York, as a script-writer.

ERIC SEVAREID, former CBS Paris and London correspondent, now one of the CBS Washington correspondents, is in Hollywood making a short on the war for Warner Brothers.

PRIVATE BILL CARLSON, former staff announcer of KMBC, Kansas City, is conducting *Camp Grant Personalities* and *Camp Grant Comments*, nightly programs originating from Camp Grant, Ill., for WROK, Rockford, Ill.

DAVE BACAL, organist of CBS, Chicago, on March 31 married Jeanne Cook of that city.

Robert E. Price

ROBERT E. PRICE, 48, joint owner of CKBI, Prince Albert, Sask., died suddenly in his doctor's office April 2 after a long illness. He had been connected with CKBI since he bought it jointly with Lloyd Moffat in 1930. He is survived by his widow and one daughter.

Henry Burr

HENRY BURR, 56, veteran radio entertainer and ballad singer on the NBC-Red *National Barn Dance*, died April 6 in Chicago after a long illness. Born Harry McClaskey, Burr changed his name when he first started singing for phonograph recordings, at that time recorded on cylindrical wax. His first broadcast took place in Denver in 1921.

Isadore Witmark

ISADORE WITMARK, former president and a founder of the music firm bearing that name, died April 9 at the age of 71. Among the countless hits his firm produced were "Sweet Adeline", "My Wild Irish Rose", and "When Irish Eyes are Smiling". In 1939, Mr. Witmark wrote an entertaining history of Tin Pan Alley, titled "From Ragtime to Swingtime".

Egbert Von Lepel

EGBERT VON LEPEL, 60, pioneer in the development of high-frequency apparatus, was found dead April 7 of accidental gas poisoning in his New York laboratory where the Lepel High-Frequency Laboratory Inc., of which he was president, maintained its plant. He was best known for inventing the fixed quench high-frequency spark gap used almost universally for wireless until 1927.

PUBLICATION of the book by CBS European Correspondent William L. Shirer on his recent experiences abroad has been announced for May 5 by Alfred A. Knopf, New York publisher.

TO GET YOUR SALES MESSAGE

TO MORE EARS . . .

In This Important Market

Use KTSM

The NBC Red and Blue Outlet in

EL PASO, TEXAS

GEORGE P. HOLLINGBERY CO.

Nat'l. Representative

What is it ?

"FROM TIME TO TIME, as you listen to *The Telephone Hour*, you hear us refer to the Bell Telephone System, and perhaps you have wondered just what this means.

"It is a group of telephone companies, with a centralized laboratory and a manufacturing and purchasing company, geared together to give a nation-wide telephone service.

"The American Telephone and Telegraph Company is the parent company which furnishes the Long Distance and Overseas services and advises on problems common to all the companies. There are twenty-four principal subsidiary telephone companies which furnish service in their respective territories from Maine to California.

"Outside the Bell System there are 6400 other telephone companies, and 60,000 rural lines and associations, which connect with the Bell Companies so that this country has a truly national service. Included in the System are the Western Electric Company, which manufactures standard equipment and purchases supplies, and the Bell Telephone Laboratories, which carry on scientific and technical research for the improvement of the service.

"But what we'd like you most to remember is that these companies are teams of people all well trained and coached, all working toward the common purpose of giving you the best possible telephone service at the lowest possible cost."

• *This is a quotation from* THE TELEPHONE HOUR—*a regular network program heard each Monday night at 8 o'clock, Eastern Standard Time. It gives a brief description of the Bell System which has worked hand-in-hand with the radio industry since the beginning of broadcasting.*

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KPO, San Francisco

Nehi Corp., Columbus, Ga. (Royal Crown Cola), 4 *t* weekly, thru BBDO, N. Y.
Lyon Van & Storage Co., Los Angeles, 3 *sa* weekly, thru BBDO, Hollywood.
Studebaker Corp., South Bend (autos), 3 *t* weekly, thru Roche, Williams & Cunnyngham, Chicago.
Buffalo Brewing Co., Sacramento, Cal., 3 *sp* weekly, thru Ewing-Kelley, Sacramento.
Safeway Stores, Oakland (Kitchen-Kraft Flour) 5 *sa* weekly, thru J. Walter Thompson Co., San Francisco.
Kellogg Co., Battle Creek (Pep), 5 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Cook Products Corp., San Francisco (salad dressing), 2 *t* weekly, thru Rufus Rhoades & Co., San Francisco.
O'Cedar Corp., Chicago, 5 *ta* weekly, thru H. W. Kastor & Sons, Chicago.
McIlhenny Co., Avery Island, La. (tobasco sauce), 4 *ta* weekly, thru Aubrey, Moore & Wallace, Chicago.
Trimount Clothing Co., New York (men's clothing), 5 *ta* weekly, thru Emil Mogul Co., N. Y.
Gilmore Oil Co., Los Angeles (gasoline), 5 *ta* weekly, thru H. W. Kastor & Sons, Chicago.
Quaker State Oil Refining Corp., Oil City, Pa., 3 *ta* weekly, thru Kenyon & Eckhardt, N. Y.
Denalin Co., San Francisco (dental plate cleanser), weekly *sa*, thru Rufus Rhoades & Co., San Francisco.

KHJ, Los Angeles

White Labs., New York (Chooz), 4 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Ex-Lax Inc., Brooklyn (proprietary), 5 *ta* weekly, thru Joseph Katz Adv. Co., N. Y.
Pope Labs., New York (Joint Ease liniment), 2 *ta* weekly thru Street & Finney, N. Y.
Union Pacific Railroad, Omaha (transportation), 3 *sa* weekly, thru The Caples Co., Los Angeles.
Rockwood & Co., Brooklyn, (chocolate), 5 *sp* weekly, thru Federal Adv. Agency, N. Y.
Carnation Co., Milwaukee (canned milk), 2 *t* weekly, thru Erwin, Wasey & Co., N. Y.
Bohemian Distributing Co., Los Angeles (Acme beer), weekly *t*, thru Brisacher, Davis & Staff, Los Angeles.

WLNC, New London, Conn.

Gould Witch Hazel Co., Boston (Go-Co), 34 *sa*, thru Edmund S. Whitten Inc., Boston.
Narragansett Racing Assn., Pawtucket, 10 *sa*, thru Chambers & Wiswell, Boston.
Nehi Bottling Corp., Columbus, Ga., (Royal Crown Cola), 130 *t*, direct.
Pabst Brewing Co., Milwaukee, 2 *sa* weekly, thru Lord & Thomas, Chicago.

KQW, San Jose, Cal.

MJB Co., San Francisco (coffee and tea), 6 *sp* weekly, thru BBDO, San Francisco.
Roma Wine Co., Fresno, Cal. (wines), 2 *t* weekly, thru Cesana & Associates, San Francisco.
Beneficial Casualty Insurance Co., Los Angeles, 7 *t* weekly, thru Stodel Adv. Co., Los Angeles.

KMPC, Beverly Hills, Cal.

Simonize Co., Chicago, (auto polish), weekly *t*, thru Geo. H. Hartman Co., Chicago.
Bekins Van & Storage Co., Los Angeles, 6 *sp* weekly, thru Chas. N. Stahl Adv. Agency, Los Angeles.

WBAB, Atlantic City

Stanback Medicine Co., Salisbury, N. C., daily *sa*, thru Dave Lodge, Philadelphia.
Lever Bros. Co., Cambridge (Swan soap), 2 *ta* daily, thru Young & Rubicam, N. Y.

WOR, New York

L. N. Renault & Sons, Egg Harbor, N. J. (wines), 3 *sp* weekly, thru Gray & Rogers, Philadelphia.
Shell Oil Co., New York, 6 *sp* weekly, thru J. Walter Thompson Co., N. Y.
P. Duff & Sons, Pittsburgh (prepared flour), weekly *sp*, thru W. Earl Bothwell Adv. Agency, Pittsburgh.
Radbill Oil Co., Philadelphia, 5 *sp* weekly, thru Harry Feigenbaum Adv. Agency, Philadelphia.
North American Accident Insurance Co., Newark, 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Peter Paul Inc., Naugatuck, Conn. (candy, gum), weekly *sp*, thru Platt-Forbes, N. Y.
L. & H. Stern Inc., New York (Zeus cigarette holders), weekly *sp*, thru Al Paul Lefton Co., N. Y.

WHK-WCLE, Cleveland

Midland Radio & Television Schools, Kansas City, 7 *ta* weekly, direct.
Foster-Milburn Co., New York (Doan's pills), 2 *ta* weekly, thru Spot Broadcasting, N. Y.
White Rabbit Co., St. Louis (egg dyes), 13 *sa*, thru Ridgway Co., St. Louis.
Simon & Schuster, Seattle (*Low-Cost Houses*), 3 *t* weekly, thru Northwest Radio Adv. Co., Seattle.
Gruen Watch Co., Cincinnati, 21 *sa* weekly, thru McCann-Erickson, N. Y.
Bill Co., Philadelphia (Espotabs), 5 *sa* weekly, thru Richard A. Foley Adv. Agency, Phila.

KECA, Los Angeles

Pennant Oil & Grease Co., Los Angeles, 2 *t* weekly, thru Brisacher, Davis & Staff, Los Angeles.
White Labs., New York (Chooz), 3 *ta* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.
Ex-Lax Mfg. Co., Brooklyn (laxative), 5 *ta* weekly, thru Joseph Katz Adv. Co., N. Y.
Santa Fe Transportation Co. Agency, Los Angeles (bus transportation), 4 *sp* weekly, thru Ferry-Hanly Co., Los Angeles.

WCOU, Lewiston, Me.

Franco-American Chemical Co., Montreal (proprietary), 6 *sa* weekly, thru S. A. Conover Co., Boston.
P. Ballantine & Sons, Newark (brewery), 100 *ta*, thru Forjoe & Co., N. Y.
Manhattan Soap Co., New York (Sweetheart), 60 *ta*, thru Forjoe & Co., N. Y.

WEEI, Boston

Oakite Products, New York (cleanser), *sa* series, thru Calkins & Holden, N. Y.
General Baking Co., New York (Bond bread), *sa* series, thru Newell-Emmett Co., N. Y.

CHRC, Quebec

Welsh Grape Juice Co., Toronto (beverage) 3 *sp* weekly, thru Cockfield Brown & Co. Ltd., Toronto.

WJJD, Chicago

Foster-Milburn Co., Buffalo, (Doan's pills), 2 *ta* weekly, 52 weeks, thru Spot Broadcasting, N. Y.

WHO, Des Moines

Pioneer Hi-Bred Corn Co., Des Moines, 156 *sp*, thru Wallace Adv. Agency, Des Moines.
Penn Tobacco Co., Wilkes-Barre (Kentucky Club), 156 *sp*, thru H. M. Kiesewetter Adv. Agency, N. Y.
Chrysler Corp., Detroit (Dodge), 7 *ta*, thru Ruthrauff & Ryan, N. Y.
Luther Ford & Co., Minneapolis (Mrs. Stewart's Bluing), 2 *ta* weekly, thru Campbell-Minthun, Minneapolis.
General Cigar Co., New York (Van Dyck), 26 *t*, thru Federal Adv. Agency, N. Y.
Lincoln Airplane & Flying School, Lincoln, Neb., 6 *sa* weekly, thru Buchanan-Thomas, Omaha.
Bunte Bros., Chicago (candy), 16 *sa*, thru Presba, Fellers & Presba, Chicago.
Clarence Erickson, Chicago (Chicago Gospel Tabernacle), 6 *t* weekly, direct.
Iowa Tractor & Implement Co., Des Moines, 78 *sp*, thru Weston-Barnett, Waterloo, Ia.

WCFL, Chicago

T. M. Sayman Products Co., St. Louis (cosmetics), 3 *t* weekly, 52 weeks, thru Kelly, Stuhlman & Zahrndt, St. Louis.
Absorene Mfg. Co., St. Louis (wall paper cleaner), 13 *ta* weekly, thru Ross-Gould, St. Louis.
Feminine Products, New York (Arrid), 3 *ta* weekly, 52 weeks, thru Spot Broadcasting, N. Y.
American Cigarette & Cigar Co., New York (Pall Mall cigarettes), 36 *ta* weekly, 26 weeks, thru Ruthrauff & Ryan, N. Y.
Washington State Apples Assn., Wenatchee & Yakima, Wash., 5 *sa* weekly, 4 weeks, thru J. Walter Thompson Co., San Francisco.

KFAR, Fairbanks, Alaska

Standard Brands, New York (Chase & Sanborn), 4 *sa* daily, thru J. Walter Thompson Co., N. Y.
Standard Oil Co. of Cal., San Francisco, 2 *sa* daily, thru McCann-Erickson, San Francisco.
West Coast Grocery Co., Tacoma (Best Foods), 6 *sp* weekly, thru Condon Co., Tacoma.
Remington Arms Co., Bridgeport, Conn., 2 *sa* weekly, thru BBDO, N. Y.
National Lead Co., San Francisco, *sp* weekly, thru Erwin, Wasey & Co., San Francisco.

WAGA, Atlanta

Ex-Lax Inc., Brooklyn (proprietary), 3 *ta* weekly, thru Joseph Katz Co., N. Y.
Gruen Watch Co., Cincinnati, 4 *sa* daily, thru McCann-Erickson, N. Y.
Griesedieck-Western Brewery, Belleville, Ill., 2 *sa* daily, thru Gardner Adv. Co., St. Louis.
Princess Pat Ltd., Chicago (cosmetics), daily *sa*, thru United Adv. Cos., Chicago.
Waltham Fountain Pens, Chicago, *sa* series, thru United Adv. Cos., Chicago.

WGN, Chicago

Bathasweet Corp., New York (water softener), 3 *sp* weekly, 39 weeks, thru H. M. Kiesewetter Adv. Agency, N. Y.

WLAG, LaGrange, Ga.

BC Remedy Co., Durham, N. C., (proprietary), 312 *sp*, thru Harvey-Massengale Co., Durham.

Z NET, A SINGLE POLICY AT A SINGLE RATE

Z NET—Box 1956—Butte, Montana

Rate Card Issued For Red Network

Total of 128 Affiliates Noted In Data Covering Shifts

ON THE OCCASION of the shifts in frequencies March 29 under the Havana Treaty, the NBC-Red sent to the trade Rate Card No. 28, dated April 1, 1941, listing 128 affiliates, a gain of five stations compared with the 123 affiliates listed on Rate Card No. 27, dated Sept. 1, 1940. Two former Red affiliates —WSUN, St. Petersburg, and KOH, Reno—have joined the Blue, while two Philippine stations—KZRC, Cebu, and KZRH, Manila—have joined the Red.

The five new United States stations are: WEAU, Eau Claire, Wis., and WIZE, Springfield, O., as basic Red supplementaries; and as Southcentral Group affiliates WAML, Laurel, Miss.; WFOR, Hattiesburg, Miss.; WSFA, Montgomery.

Other Changes

WAVE, Louisville, formerly listed with the Midsouth Group, is now a basic Red station. The Florida Group now includes only four stations, WSUN, St. Petersburg, now being affiliated with the Blue Florida Group, operating independently of WFLA, Tampa. The South Mountain Group has been eliminated; KOB, Albuquerque, and KTSM, El Paso, now are included in the Red Mountain Group.

The Pacific Supplementaries Group also has been dropped, its three stations being divided so that KMED, Medford, Ore., becomes a Pacific Coast Group station; KGU, Honolulu, is included in the new Special Service Group, and KOH, Reno, is now listed as a Blue Pacific Coast station. Besides KGU, the Special Service Group includes CMX, Havana (formerly listed as Cuban Service), and the two new Philippine Island affiliates, KZRC, Cebu, and KZRH, Manila.

Six Red stations in different groups have had their rates increased, as follows: WIRE, Indianapolis, from $200 per evening hour to $220; WGBF, Evansville, from $120 to $160; WBOW, Terre Haute, from $100 to $160; WIOD, Miami, from $160 to $200; KOMO, Seattle, from $220 to $240; WFBC, Greenville, S. C., from $120 to $140.

Another change in the new rate card is the reduction from 25% to 20% in rebates allowed advertisers whose billing exceeds $1,500,000 a year for programs broadcast 8-10 p.m. Advertisers using time other than these choice evening periods continue to earn the 25% as before.

WSPA-WORD Name Hollingbery

GEORGE P. HOLLINGBERY Co. has been appointed national representative of stations WSPA and WORD, Spartanburg, S. C. Walter Brown, general manager, stated that a contract was signed after Mr. Hollingbery had visited Spartanburg on the occasion of the change, by the stations, in network affiliations. WSPA is now affiliated with CBS and WORD has joined NBC-Blue.

Radio Advertisers

MAC'S SUPER GLOSS Co., Los Angeles (polish), which used local spot radio last summer in a brief test, on May 5 starts using daily transcribed announcements on KHJ KFRC KOL KALE. Contract is for 13 weeks. Elwood J. Robinson Adv. Agency, Los Angeles, has the account, with Melvin A. Jensen executive in charge.

NELSON FURNITURE Co., Los Angeles, consistent user of radio, on April 1, for 26 weeks increased its thrice-weekly quarter-hour newscast on KMPC, Beverly Hills, Cal., to five times weekly and will use other regional radio after May 1. Allied Adv. Agencies, Los Angeles, has the account.

BARQ'S BOTTLING Co., San Bernardino, Cal., in early April started weekly sponsorship of the quarter-hour transcribed adventure series, *The Shadow*, for 26 weeks on KFXM, that city.

CAMPBELL SOUP Co., New Toronto, Ont., expands the transcribed *Amos & Andy* serial five times weekly starting April 14 on CKCO, Ottawa; May 5 on CKY, Winnipeg, making 10 stations in all carrying the transcribed program in Canada. Cockfield Brown & Co., Toronto, placed the account.

FRENCH BAUER Co., Cincinnati dairy, has been signed to sponsor *Betty and Bob* on WCKY, that city. Stations carrying the serial syndicated by NBC Radio-Recording division now total 18.

CALIFORNIA ASSOCIATED Products Co., Los Angeles (concentrated coffee flavor syrup), new to radio and placing direct, on May 18 starts sponsoring a weekly quarter-hour good-will program titled *New World Neighbors*, on KMPC, Beverly Hills, Cal. Featured will be Albert Hill Jr., in interviews with consuls and representatives of Latin American countries.

KIP Corp., Los Angeles (burn ointment), consistently using daily transcribed announcements on KRKD and KMPC, in that area, on March 23 started a short campaign sponsoring six spots per week on three additional California stations, KJBS KLS KDB. Agency is Philip J. Meany Co., Los Angeles.

MORTON SALT Co., Chicago (table salt), in a ten-week Southern California campaign which ends May 31 is sponsoring participation six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Agency is Blackett-Sample-Hummert, Chicago.

VITA-C CITRUS PRODUCTS Co., San Bernardino, Cal., in early April started for 13 weeks sponsoring a thrice-weekly five-minute dramatized program, *You'll Find Out*, on KFXM, that city. Austin King is writer-producer.

JOSEPH KUHN Co., Champaign, Ill. (clothing), is sponsoring a series of weekly half-hour programs direct from Chanute Field, Rantoul, Ill., on WDZ, Tuscola, Ill. Lt. C. L. Scott, assistant provost marshal, is m.c. of the variety show which is comprised of officers and men enlisted in the ground forces of the Air Corps, including the *Wing Chorus* of 30 trained voices.

WILLYS - OVERLAND MOTORS, Toledo (Americar), on April 6 started a weekly half-hour transcribed program on WLS, Chicago. On April 7, firm started a thrice-weekly quarter-hour news program, featuring Ed Paul, on WCFL, Chicago. Agency is Dave Bennett & Associates, Chicago.

DR. ELLIS SALES Co., Pittsburgh (Beauty Aids), is currently sponsoring a thrice-weekly five-minute program titled *Hollywood Murmurs*, featuring Gloria Grant, on WAAF, Chicago. Agency is Smith, Hoffman & Smith, Pittsburgh.

ASSOCIATED PAINT STORES, Chicago (chain), on April 15 starts a thrice-weekly one-minute participation in the *June Baker Home Management* program on WGN, Chicago. Agency is David Goldman Co., same city.

CROWN DIAMOND PAINT Co., Montreal, has started an announcement campaign on CFRB, Toronto; CFCF and CKAC, Montreal; CJOR, Vancouver; CJCB, Sydney, N. S.; CHNS, Halifax; CFCY, Charlottetown, P. E. I.; CHSJ, Saint John, N. B.; CKCW, Moncton, N. B. Account was placed by McConnell Eastman Co., Montreal.

ROMA WINE Co., Fresno, Cal. (wine), currently releasing an open forum program *What Do You Think?* with Art Linkletter m.c. on Mutual-Don Lee network in California, has added KQW, San Jose, which transcribes off the line and releases them later. Agency is Cesana & Associates, San Francisco.

PAUSON & Co., San Francisco (men's clothing), recently renewed for 13 weeks its participation on the *Musical Clock* of KPO, San Francisco, three times weekly. Agency is Allied Adv. Agencies, San Francisco.

FEDERAL OUTFITTING Co., San Francisco, recently added spots on KQW, San Jose, and KRE, Berkeley, to its list of Northern California stations. KJBS and KFRC are likewise using announcements and KROW is releasing a daily half-hour program, *Western Rangers*. Agency is Allied Adv. Agencies, San Francisco.

STARCK PIANO Co., Chicago (pianos), on March 17 renewed for 52 weeks its 26 weekly quarter-hour programs on WCFL, Chicago. Firm is currently running a series of quarter-hour programs on WBBM, Chicago. Agency is George H. Hartman Co., same city.

NELSON BROS. Co., Chicago (furniture chain), consistent users of local radio, on March 30 started five-weekly time signal announcements on WBBM, Chicago. Agency is George H. Hartman Co., same city.

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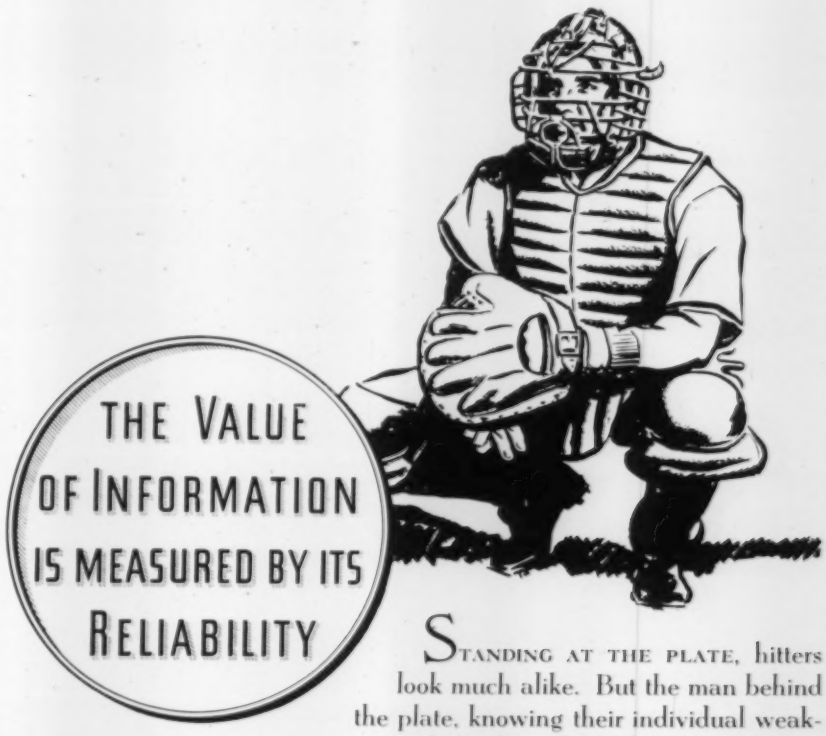


STANDING AT THE PLATE, hitters look much alike. But the man behind the plate, knowing their individual weaknesses, signals for the right pitch. To advertisers who plan on "pitching" in any of our markets, we make it our business to give the right signals.

JOHN BLAIR & COMPANY

National Representatives of Radio Stations

CHICAGO	NEW YORK	DETROIT	ST. LOUIS	LOS ANGELES	SAN FRANCISCO
520 N. Michigan Ave.	341 Madison Ave.	New Center Bldg.	349 Paul Brown Bldg.	Chamber of Comm. Bldg.	608 Russ Building
SUPerior 8659	Murray Hill 9-6084	Madison 7889	Chestnut 5688	Prospect 3584	Douglas 3188

• *To Serve Well* •
The Broadcasting Engineer

Each CREI Student Receives Individual, Personal Service as a "Class of One"

Enrollment as a CREI student involves much more than subscribing to a series of printed lessons. Each student is assigned a personal instructor who carefully guides him through his studies; who promptly offers additional explanation when necessary and who carefully *corrects* and explains all errors in the written examination sent in for *each lesson text*.

This personal supervision, guidance and consultation enjoyed by each CREI student is but one of the important *essential* services extended to students of this institute. We feel that this personalized instruction is one of the reasons why CREI men are qualified to go after the better jobs and get them.

The success of an educational institution is not marked by dollars and cents . . . but by the achievements and results enjoyed by its graduates. CREI is interested in serious-minded professional radiomen who realize the value of a planned program of technical training . . . and we point with proof and pride to the more than 5000 professional radiomen who are now enjoying the benefits of CREI training in Practical Radio Engineering.

These facts are important to you . . . and to every man who is seeking a way to improve his position in the radio field. We will be pleased to send our booklet and pertinent facts on request.

"Serving the Radio Industry since 1927"

CAPITOL RADIO
Engineering Institute
E. H. RIETZKE, *President*
Dept. B-4
3224 SIXTEENTH STREET, N. W.
WASHINGTON, D. C.

LONDON HOUSE PRODUCTS, Montreal, has started the French show *Un Homme et son Peche* on CBF, Montreal; CBV, Quebec; CKCH, Hull, Que.; CBJ, Chicoutimi, Que. Account was placed by Canadian Adv. Agency, Montreal.

OLSON BAKERY Co., Los Angeles (Mayflower doughnuts), new to radio, in a 13-week Southern California test campaign which started in mid-March is using 6 to 18 transcribed announcements weekly on KMPC KRKD KFOX KFVD. Agency is Smith & Bull Adv., Los Angeles.

LYONS VAN & STORAGE Co., Los Angeles, is sponsoring five-weekly participations in the combined *Bridge Club, Art Baker's Notebook, Agnes White's California Homes* and *Miranda's* program on KFI; thrice-weekly participation in *International Kitchen* on KPO, and daily spot announcements on KIEV KTMS KMJ. Agency is BBDO, Hollywood. Jack Smalley and Beulah Grindle are joint account executives.

ELLENA BROS. WINE Co., Etiwanda, Cal. (Regina wines), new to radio, on March 31 started a weekly half-hour musical program, *Regina Fiesta*, on 5 California Radio System stations (KFSD KFOX KFWB KERN KTMS), in addition to KXO KVEC XEMO XERB, Monday, 7-7:30 p.m. (PST). Contract is for 13 weeks. Agency is J. B. Shaw Co., Los Angeles.

THOMAS J. WEBB Co., Chicago (coffee), on April 7 renewed for 52 weeks its schedule of 28 weekly station break announcements on WCFL and WGN, Chicago. Agency is Schwimmer & Scott, same city.

RE-COR CAMERA Corp., Chicago (Re-Cor cameras), on March 24 started six weekly participation announcements in Buddy Starcher's hillbilly program on WMMN, Fairmont, W. Va. Contract is for 13 weeks. Agency is Newby, Peron & Flitcraft, Chicago. Walter Zivi is account executive.

McILHENNY Co., Avery Island, La. (Tobasco Sauce), on March 25 renewed for 13 weeks its thrice-weekly transcribed announcements on KGO, San Francisco and KOMO, Seattle. Agency is Aubrey, Moore & Wallace, Chicago.

UNITED DRUG Co., Toronto (Rexall), has started transcribed three- to five-weekly musical spot announcements on 37 Canadian stations. Account was placed by Ronalds Adv. Agency, Toronto.

BUFFALO BREWING Co., Sacramento, Cal. (beer), on April 13 renewed for 13 weeks its thrice-weekly five-minute sports programs with Hal Wolf on KPO, San Francisco. Agency is Ewing-Kelly, Sacramento.

ORANGE-CRUSH Co., Chicago (Old Colony beverages), on March 31 started a test campaign of six-weekly station break announcements on WCFL, Chicago. Contract is for 26 weeks. Agency is Sherman K. Ellis & Co., Chicago.

BARKER SOUP Co., Los Angeles (dehydrated soups), new to radio, in a 10-week test campaign on April 1 started sponsoring daily participation in the *Andy & Virginia* program on KMPC, Beverly Hills, Cal. Agency is Glasser-Gailey & Co., Los Angeles.

ORAND BUICK Co., Dallas, on April 3 started six weekly newscasts, *World News in Brief*, on KGKO, Fort Worth, with Norvel Slater as commentator. Contract was placed direct.

Fruit Growers Cooperative

FRUIT GROWERS COOPERATIVE Assn., Sturgeon Bay, Wis., is currently running a spot announcement campaign on KSTP, St. Paul; KVFD, Fort Dodge, Ia.; KSO, Des Moines; WMT, Cedar Rapids; WNAX, Yankton, S. D. Contracts are for 26 weeks. Agency is Paulson-Gerlach & Associates Inc., Milwauke.

PROUDLY displaying his QSL card to His Royal Highness, Archduke Otto of Austria, is Dwight (Red) Kahle, operator of KLZ, Denver (left). Reason for that brother-under-the-skin smile is fact that the card is from Anton Hapsburg, Archduke of Austria, cousin of Otto who is also a radio "ham". On a short vacation in Denver, Archduke Otto was interviewed on KLZ, and told listeners of his experiences with radio propaganda in France.

Hams Stage Drill

DEMONSTRATING their value in time of emergency, America's "ham" radio network on April 7 concluded a coast-to-coast drill, turning over to Norman H. Davis, chairman of the Red Cross, reports from approximately 1000 chapters in the East while simultaneously Midwestern and Pacific headquarters were receiving reports from chapters in their sections. Starting Friday night, April 4, during hours set aside for "ham" operators, messages from Red Cross chapters were flashed to regional coordinators and relayed to Red Cross area headquarters at San Francisco, St. Louis and Washington. Mobilization of the country's amateur shortwave facilities demonstrated the importance of a reserve communication system for floods, earthquakes, or other disasters. Red Cross officials said the drill was one of the most extensive of its kind ever attempted.

RCA to Televise Fight On Large-Sized Screen

SOMETIME in May, probably the night of the Joe Louis-Abe Simon championship bout, RCA plans to demonstrate its large-screen television to motion picture executives. As in the case of the FCC demonstration in January [BROADCASTING, Jan. 27], the showing will take place in the New Yorker Theatre. The fight will not be generally televised, but will be piped by special wirelines directly into the theatre.

Preliminary tests of large screen reception of a boxing match were made last Friday during the Baer-Nova fight. Mike Jacobs, president of the 20th Century Sporting Club, under whose auspices both the Baer-Nova and the Louis-Simon fights are presented, visited the theatre to watch a preliminary match before going to the Garden for the main event. The transfer of the broadcasting rights of his fights from NBC to MBS, to take place in June, has not halted Jacobs' cooperation with RCA's television staff.

PREPARATIONS are now under way for the AFRA Ball, to be held May 9 at the Waldorf-Astoria Hotel, New York, for the benefit of the British, China and Greek War Reliefs. Eddie Cantor, radio comedian, will be m.c. of the floor show which will feature leading entertainers.

in the CONTROL ROOM

PAUL SCHLATTER, engineer of WDAY, Fargo, has joined WCHS, Charleston, W. Va. Fred Mendenhall, formerly of station KFXJ, Grand Junction, Col., and Kent Mack, of the University of Minnesota, have been added to the WDAY engineering staff, the latter for the vacation shift only.

FRANK BINDT, technician, has joined the engineering staff of KLX, Oakland, Cal., succeeding Bob Walker who resigned to join the General Electric shortwave station, KGEI.

AUBRY BLAKE, joins 11 other engineers of KOA, Denver, in the "amateur" fraternity. He is installing a new "ham" transmitter in his home.

ART PEAVY, engineer of KSO-KRNT, Des Moines, has been called to the service to be stationed at the naval base at Corpus Christi. Other KSO-KRNT employes called are Don Haven, lieutenant in the infantry in Newfoundland, and Vern Cox, of the promotion department, at Fort Riley, Kan.

ROBERT F. WOLFSKILL of the Hollywood office of Commercial Radio Equipment Co. has been on an extended field trip through the West and Southwest making antenna resistance measurements after Havana Treaty shifts. Orren Nigh, head of the monitoring division, is on the West Coast; Harold Crispell of the Hollywood office temporarily transferred to the Kansas City office; Robert F. Tschannen of the Kansas City office has been on a field trip through the Midwest.

WILLIAM BUSSEY HOFFMAN of WOR's sound effects staff is engaged to marry Miss Edith Christine Fetzer, of Scarsdale, N. Y.

KENNETH SHIRK, chief engineer of WIND, Gary, Ind., and a lieutenant in the Navy, left April 10 for a five-week tour of duty at Key West, Fla., after which he will be assigned to the Panama Canal Zone to conduct experiments in underwater sound transmissions. Claude Tinderlake, WIND engineer, has been inducted into the Army.

HAROLD MARSH, formerly maintenance superintendent of WSPD, Toledo, O., has entered selective service military training with the Signal Corps at Fort Monmouth, N. J.

CECIL S. BIDLACK, studio engineer of WTAM, Cleveland, has been inducted into the signal corps at Fort Knox, Ky.

JACK HOPKINS, engineer of WBAP-KGKO, Dallas-Fort Worth, has been inducted into military service at Fort Sill, Okla.

WCBM
BALTIMORE, MARYLAND
Affiliated With The
MUTUAL
Broadcasting System
JOHN ELMER, *President*
GEO. H. ROEDER, *Gen. Mgr.*
National Representatives
THE FOREMAN COMPANY
247 Park Ave., New York
Wrigley Building, Chicago

60 MILLION WATTS must be right!

60 MILLION WATTS—that's the production record *in 862's alone* since our engineers developed the tube years ago. It's undeniable evidence of sound design, thorough engineering. And today GL-862's are setting enviable performance records wherever they are used. Be sure *your* next 862's are GL-862's.

WHATEVER YOUR TUBE-NEEDS

whether you operate at 50 watts or 50 thousand, tube-up next time with General Electric. Five warehouses with carefully regulated stocks speed up deliveries. A nation-wide sales organization saves you time and money.

AND HISTORY REPEATS ITSELF

for today G.E. is a leader in the field with high-power tubes for FM and television. Just another way that G-E research and foresight speed the progress of your industry.

NEED TUBES TODAY?

Call the nearby G-E office for quick service. And be sure you have your copy of our new transmitting-tube bulletin GEA-3315B. General Electric, Schenectady, N. Y.

"How To Plan an FM STATION"
by W. R. David
. . . is a valuable aid to any FM-minded organization. Ask the G-E representative who serves you for a free copy, or write direct to General Electric, Radio and Television Department, Schenectady, N. Y.

GENERAL ELECTRIC

WJR
50,000 WATTS
DETROIT
CBS

WJR, the Goodwill Station, is Michigan's greatest advertising medium

Ask any Edw. Petry office for more information about WJR, one of the sixteen CBS 50,000 watt stations.

Benton Calls on Universities to Lead Nationwide Drive for Adult Education

HAILING broadcasting as the greatest medium for adult education ever invented, American universities were called upon to take the lead in developing this field by William Benton, vice-president of Chicago U and formerly chairman of the board of Benton & Bowles, in an address before a conference of high school principals and college educators held in Chicago late in March. Mr. Benton also emphasized the important function and growing responsibility of radio in juvenile education.

Mr. Benton

"The great educational opportunity for broadcasting, adopting the word 'educational' for use in this sense, lies in the field of adult education," Mr. Benton declared. "I need not tell you professionals how much the word 'adult' qualifies that word 'education'. In fact, it so qualifies it as to change it almost beyond recognition.

Must Be Cajoled

"Few adults will put effort into self-improvement. In the mass, adults resist intellectual stimulation. That is why the moving picture theatres would be empty if they showed educational films. That is why a political or economic pamphlet is regarded as a smash success if it reaches a sale of 25,000 copies at a dime. That is why the YMCA and other evening extension courses appeal to mere handfuls of people.

"And it is precisely because the adult public cannot be corralled into a classroom, or forced to read books or pamphlets, that broadcasting emerges as the ideal vehicle for adult education. If the truant officers would deliver the parents to the schools, there would, of course, be other and far more effective forms of instruction.

"Radio is by far the most important potential vehicle for adult education ever developed. Further, it is essential to the future welfare of this country that we learn how to focus the enormous power of radio into the field of adult education.

"Now who should take this leadership in the field of adult education by radio? It seems to me there can be but one logical answer—the universities. The universities may not like the assignment; it is a new kind of assignment to most of them. But I see no other alternative; and the responsibility is not out of line with many respectable university objectives.

"Where are the programs which are educational, and at the same time attract and hold substantial audiences? We should not count on the broadcasting industry to develop these programs for us. We must seek for these programs ourselves. We must respect radio as the greatest medium for adult education ever invented. We must learn to work through that medium, and through it to carry to the American people the knowledge and the stimulation to more knowledge, which they need and want."

Canadian Stations Start Fund for War Victims

CANADIAN broadcasters April 7 started a campaign to raise funds for British war victims through the sale of a biography of Winston Churchill. Prepared at the instigation of the Canadian Assn. of Broadcasters, all broadcasting stations in Canada will offer the biography to listeners at 25 cents, the proceeds above cost to go to the government-sanctioned "Churchill Fund For British War Victims".

Distribution of the booklet will be by individual stations, which have ordered through the CAB an initial 125,000 copies printed. It is expected that over 200,000 copies of the booklet, written by John Collingwood Reade, CFRB, Toronto, commentator, will be sold by the stations. Negotiations are at present under way to have the same booklet printed in the United States for distribution by NAB member stations, with proceeds for the same fund.

IT'S *Pay Day* EVERY DAY In NORFOLK

UNCLE SAM's billion two hundred million dollar defense program in the Norfolk Market is shooting every business indice sky-high.

44% GAIN in DEPARTMENT STORE SALES and 26% gain in general business, February over a year ago. Other sales far exceed the national average.* And destined to shoot still higher *when the peak of work is reached!*

WTAR can make *every day* a sales PAY DAY for you in Norfolk. With the heaviest NBC Red *and* Blue Network commercial schedules in the entire Southeast—PLUS local programs cued to the special interests of this nautical area—WTAR contacts more listeners in the Norfolk Market *than all other stations combined.*

*Call Edward Petry & Co. for the complete story on the rich Norfolk Market.

National Representatives:
EDWARD PETRY & CO.

NOW 5000 WATTS
DAY and NIGHT
★
COMPLETE NBC
RED and BLUE SERVICE

WTAR
NORFOLK VA. AMERICA'S No.1 SALES AREA

Owned & Operated by
NORFOLK NEWSPAPERS, Inc.

Agencies

ROBERT LUSK, vice-president and director of Benton & Bowles, and prior to that advertising manager of R. H. Macy & Co. and publicity director and advertising manager of L. Bamberger & Co., Newark, will join Ted Bates Inc. as executive vice-president. Mr. Lusk handled the Colgate-Palmolive-Peet and General Foods accounts at B & B.

JOHN KETTLEWELL, formerly assistant account executive of Grove Labs., St. Louis (Bromo Quinine), for Russel M. Seeds Co., Chicago, has been appointed vice-president of printed media, according to Freeman Keyes, president of the agency.

RUTH DRAKE, formerly with Pedlar & Ryan handling the Lady Esther account, has joined the radio commercial department of Benton & Bowles, New York.

ALICE SMART, formerly secretary to Noel Coward, has joined Ward Wheelock Co., New York, as aide to Richard Voynow, radio director.

HARVEY SMITH, vice-president and copy chief of Anderson, Davis & Platte, New York, has written a satire on college alumni, titled *The Gang's All Here* and published last week by the Princeton University Press. Mr. Smith is a Princeton graduate.

WALTER WADE, head of Wade Adv. Agency, Chicago, and Charles Beardsley, president of Miles Labs., are in Hollywood for the two NBC *Quiz Kids* broadcasts originating from that city April 13 and 16.

A. K. SPENCER, New York executive of J. Walter Thompson Co., is in Hollywood to supervise preparations for the new NBC *Tommy Riggs & Betty Lou* program which starts April 17 under sponsorship of P. Lorillard Co. (Old Gold cigarettes). Cal Kuhl will be agency producer.

WILBUR NEWMAN, formerly with Latham Co., has joined Robert B. Young Adv. Agency, San Francisco, as account executive.

MAYFIELD KAYLOR, who formerly operated his own Hollywood radio production unit, has joined Allied Adv. Agencies, Los Angeles, as producer.

BENISON Co., Montreal, Toronto, and Vancouver, has been taken over by Stanfield & Blaikie, Montreal. Branch offices will be maintained in Toronto and Vancouver. The change follows the death some months ago of Lionel Benison.

HAZEL KELLY has been appointed manager of the Toronto office of Stevenson & Scott, Montreal, succeeding the late D. L. Reburn. Miss Kelly joined the agency when it opened its Toronto branch in 1938.

JACK HENRY, formerly with MacLaren Adv. Co., and N. W. Ayer & Son of Canada, Toronto, has joined the Chicago office of N. W. Ayer & Son.

ALTHOUGH there was an avalanche of protest because of "free talent" methods to be utilized on the CBS *Hollywood Premiere*, the weekly half-hour program under sponsorship of Lever Bros. Co. (Lifebuoy), got off to a good start March 28. Scanning script of the initial broadcast during backstage conference are (standing, l to r), William Moore, Hollywood production manager of William Esty & Co.; Charles Vanda, CBS Western division program director and producer; Richard Marvin, New York radio director of the agency. Seated (l to r) are Harry Kronman, adapting screen plays for the series; Louella O. Parsons, conductor, and Harlow Wilcox, announcer. Miss Parsons will withdraw at expiration of her 13-week contract.

H. P. SIGWALT, for the last 30 years associated in various phases of advertising, has been appointed production manager, with supervisory control over merchandising, planning and client contacts, of Paulson-Gerlach & Associates Inc., Milwaukee, according to Ben J. Paulson, president. Mr. Sigwalt is a past president of the Milwaukee Assn. of Industrial Advertisers and former advertising manager of T. L. Smith Co., same city, which account is still handled by the agency.

ROBERT W. BEATTY, of Schwab & Beatty Inc., New York, has returned from a business trip to South America.

CHARLES GRAVES, formerly copywriter with J. Stirling Getchell Inc., New York, has joined the radio department of N. W. Ayer, New York.

Robbins Drops Suit

SUIT OF Robbins Music Corp. against CBS in the Federal Court for the Southern District of New York was discontinued April 7. Announced by ASCAP Jan. 30 as "the first court action in the ASCAP-radio chain war," the action charged WEEI, CBS-operated station in Boston, with playing without permission a Robbins tune, "Don't Be That Way" [BROADCASTING, Feb. 3].

Tarleton and Hollister Buy Getchell Holdings

JOHN V. TARLETON, and Paul Hollister, through the purchase of the common stock holdings of the late J. Stirling Getchell from his estate, have assumed control of the agency and on April 8 were elected president and vice-president respectively.

Mr. Tarleton, who with Mr. Getchell founded the agency in 1931, has been vice-president since its formation. He had been associated with Mr. Getchell in J. Walter Thompson Co. and Lennin & Mitchell before becoming a partner in J. Stirling Getchell Inc. Mr. Hollister, formerly executive vice-president and publicity director of R. H. Macy & Co. and vice-president of BBDO, joined the agency last year.

Other officers elected include M. P. Franceschi, vice-president and general manager; E. G. Nickerson, vice-president and chairman of the plan board; Frank R. Griffin, vice-president; Harry T. Mitchell, vice-president; William E. Berchtold, vice-president; Charles McCormack, treasurer, and Orville H. Schell Jr., secretary.

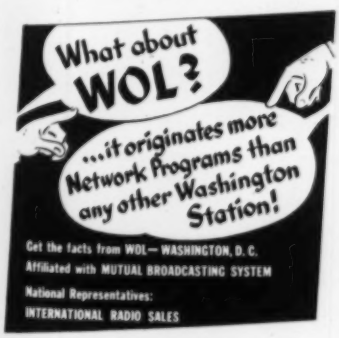
Koehler Opens in Chicago

ALLEN R. KOEHLER & Associates, radio production firm, has been opened at 410 N. Michigan Ave., Chicago; telephone, Superior 3016. Mr. Koehler, president, was formerly classified advertising manager of the *Chicago Tribune* and was onetime salesman of WTMJ, Milwaukee. At present the company is handling a number of productions in script form but will start building and recording shows within the next few weeks.

Huber Hoge

HUBER HOGE, president of the New York advertising firm of Huber Hoge & Sons, died April 5 after a week's illness. Mr. Hoge was on the staff of Frank Seaman Inc., New York, from 1912 to 1919 when he founded his own firm, and was well known for his work in developing such standard agency methods as group handling of advertising accounts.

ROGER PRYOR, director of the CBS *Gulf Screen Guild Theater* plans an aerial tour of the country this summer while his program is off the air. A licensed pilot, he will fly his own plane.


What about WOL?
...it originates more Network Programs than any other Washington Station!
Get the facts from WOL— WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives:
INTERNATIONAL RADIO SALES

TOLEDO
A Fort Industry Market

1 BIGGEST NBC RED SHOWS

2 WIDE AWAKE LOCAL PROGRAMMING

3 5000 WATTS DAY & NIGHT

THESE MAKE WSPD the dominant station in North - Western Ohio and Southern Michigan.

(Represented by KATZ)

A FORT INDUSTRY STATION

5,000 WATTS

WSPD

TOLEDO, OHIO

Attention Time Buyers

Commerce Department figures show Savannah leading all Georgia cities in retail sales increase.

State as a whole +13%
Savannah ----- +36%

WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO.

WFMJ
Youngstown's Favorite Station

A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

INS

KRE, Berkeley, longtime exclusive INS subscriber, has inaugurated expanded news schedule calling for 21 newscasts weekdays plus 14 five-minute shots Sundays.

INTERNATIONAL NEWS SERVICE

Dominant
IN THE 7th RETAIL MARKET
KSTP
MINNEAPOLIS • SAINT PAUL
NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO
133,500 WATTS
NBC BASIC RED NETWORK
50,000 Watts
Clear Channel

AT THE PLANE CRASH
Florida Stations on the Job During Disaster

COVERAGE on the spot of the crash of an Eastern Airlines plane in the swamps of the Everglades April 3 was provided by WMFJ, Daytona Beach, and WIOD, Miami, Fla. One minute after news of the discovery of the missing plane had been flashed to the EAL office in Daytona Beach, WMFJ carried a bulletin to the waiting world.

Seeking further news, WMFJ dispatched by auto a special events crew headed by Mr. and Mrs. W. Wright Esch, owners of the station, to the scene of the crash 110 miles south. Enroute Mr. Esch marred a 30-year-old record of passenger and racing driving, as well as airplane piloting without an accident by colliding with another car. Undaunted, the WMFJ contingent hired another car and raced the remaining distance to carry a special broadcast at 12:30 a.m., April 4, for a nationwide NBC network on the condition of the 13 passengers and 3 crew members as they were brought into the hospital. Webster Ellenwood, chief engineer, and Commercial Manager Bill Johns handled the special broadcast.

WIOD, aided by staff members of the *Miami Daily News*, carried an eyewitness account of the scene of the wreck as it was viewed by Bill Daffron, *News* reporter. James McLean, another reporter, gave a report from the Vero Beach Hospital where the injured were taken and the following morning, WIOD featured an exclusive interview with Ted Frutkoff, news photographer, who had spent the night at the scene of the wreck.

Mrs. James M. Cox Jr., daughter-in-law of the owners of WIOD and the *News*, was a passenger aboard the wrecked plane. She escaped uninjured.

ACA-WHOM Dicker

AMERICAN COMMUNICATIONS Assn., CIO union, reports that negotiations with WHOM, Jersey City, for an announcers' contract, are practically completed and the contract should be signed within the next few days. A contract with WORC, Worcester, is in negotiation, union reports, adding that Graham Dolan, chief organizer for the broadcast division, who has been operating in New England, will proceed to Pennsylvania and Maryland. Dolan is planning a monthly publication, *The Log*, to keep members and others informed of the progress of the ACA radio membership drive.

"Columbia Island"

CBS has rebuilt and renamed Little Pea Island in Long Island Sound, location of the new 50,000 watt transmitter for WABC, New York. Concrete sea walls have been built, four concrete pillars have been sunk into the bedrock as a base for the transmitter, and the island has been rebaptized Columbia Island.

SWIFT & Co., Chicago (Sunbrite Cleanser), on May 5 starts six-weekly one-minute live announcements on five stations. Schedule will run during May. Stack-Goble Adv. Agency, Chicago, placed the business.

BROADCASTING conditions in all parts of the nation were discussed by these network and station executives at a recent Hollywood luncheon. They are (l to r), Gordon Wiggin, Southern California sales representative of WLS, Chicago, and KOY, Phoenix; John A. Reilly, manager of KOY; Donald W. Thornburgh, CBS Pacific Coast vice-president; George Cook, WLS treasurer, and Burridge Butler, owner of WLS-KOY.

Yankton Nights

GEORGE GERMAN, traffic manager of WNAX, Yankton, S. D., has come up from sleepless nights with this doggrel, occasioned by the approach of the daylight saving time changes:

Now I lay me down to sleep,
I pray the Lord those spots to keep.
If they should go, before I wake,
My God, what will the sponsors take!

FLORIDA STATIONS AID CITRUS DRIVE

AS A GESTURE of public service, 14 Florida stations are offering their services to the citrus industry of that State by broadcasting bimonthly educational features *Citrus & You*. Scripts are written in the offices of the Florida Citrus Commission, State regulatory and promotional agency, and are presented by Bob Wilbur, former Esso newsman.

The interview plan is used, with the material on the lighter side. The romance, magnitude, health values and economic effects of the citrus industry are brought out. It is estimated that Florida growers alone represent about 17,000 persons, with at least 100,000 directly affected by the course of the $180,000,000 industry.

Stations carrying the program are: WFLA, Tampa; WLAK, Lakeland; WSUN, St. Petersburg; WDAE, Tampa; WFTM, Fort Myers; WJAX and WMBR, Jacksonville; WMFJ, Daytona Beach; WTMC, Ocala; WKAT, Miami Beach; WFTL, Fort Lauderdale; WLOF, Orlando; WRUF, Gainesville; WFOY, St. Augustine.

Clothing Chain Spots

JIM DALE, New York (clothing chain), is opening "roadside" clothing store units in the East, located on traveled highways within short commuting distance of metropolitan areas. First unit has been opened on U. S. Highway No. 1, between Bridgeport and New Haven. Radio will be extensively used by the chain, according to Reiss Adv., New York, agency handling the account. One-minute spot announcements will be placed on WICC, Bridgeport, and WELI, New Haven, to announce opening of the first unit.

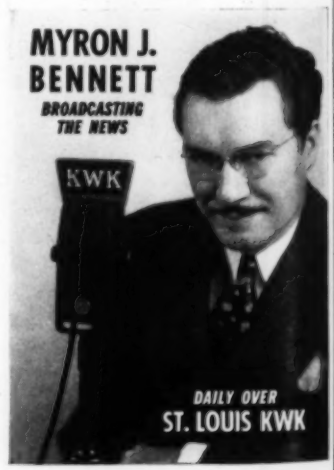
PROFESSOR'S FIFTH
Coast Quiz Still Sponsored By Gallenkamp

GALLENKAMP STORES CO., San Francisco (shoe store chain) on April 6 started its fifth year of sponsorship of *Professor Puzzlewit* on the NBC-Red network on the Pacific Coast. Program heard Sundays 4-4:30 p.m. (PST) and originating at KPO, San Francisco, is one of the oldest quiz series under the same sponsorship.

In tribute to the program NBC surrounded the anniversary broadcast April 6 with an impressive stage show and presented the entire entertainment in the Community Playhouse before an audience.

Arnold Marquis, who originated the show, is still producer and Larry Keating, who enacts the title role, is still in that spot. Berton Bennett has announced the broadcast since its inception. In the Puzzlewit program contestants are divided into teams of three women and three men. Answers are scored on a point basis and members of the winning team receive cash prizes.

All participants receive merchandise orders, each good for a pair of shoes at one of the stores of the sponsor. One of the unique features of each program not employed on any other quiz show is the animated question. A cast of actors creates a dramatic situation leading up to the question and *Professor Puzzlewit* propounds that query to his contestants. The agency is Long Adv. Service, San Francisco, and account executive is Hassel W. Smith, manager of the San Francisco office.



Alert Monitor Picks Up Hitler's Order, Giving NBC Scoop on Balkan Campaign

ALERTNESS of Jules Van Item, chief monitor of NBC's shortwave listening post in New York, scored an impressive beat for the network April 5 when he picked up the official German announcement of the invasion of Yugoslavia and Greece minutes ahead of the other networks and before press associations received the flash direct from Berlin.

Van Item, monitoring DZD, Berlin, heard five minutes of martial music and then the German announcer reading Hitler's order of the day to the German Balkan Army. Two minutes later, at 11:18 p.m., a bulletin was cleared over both networks and shortwave stations WRCA and WNBI, at that time beamed to South America. At 3 a.m. the network carried special talks by the Greek and Yugoslavian ministers from Washington. News picked up by the monitoring post was fed to press associations which gave full credit to NBC.

A promotion piece including tear sheets from newspapers and press association copy was turned out under the direction of A. A. Schechter, director of news and special events, and reached the desks of New York agencies, sponsors and editors Monday.

CBS Comments

CBS also picked up the German broadcast on its shortwave listening post, but due to technical difficulties did not broadcast the bulletin until 11:32 p.m. when Bob Trout gave summaries of the situation, continuing his reports at intervals until the network signed off at 4 a.m. At 2:30 a.m. CBS presented Linton Wells, Major George Fielding Eliot and Albert Warner from Washington with their analyses of the news.

Both CBS and NBC broadcast early morning news from London April 6, but neither was able to pick up correspondents in Berlin until later in the afternoon when NBC carried a Berlin report. In fact American radio correspondents in Berlin were the only United States newsmen permitted to transmit news of Germany's thrust into Yugoslavia and Greece April 6.

For 26½ hours ending at 12:30 a.m. April 7, the German high command blocked efforts of all foreign newspaper correspondents in Germany to transmit news of the invasion. During that period the only news from Germany that reached newspapers outside of Germany was picked up in Switzerland, London, and New York from the wireless transmissions of DNB, the German official news agency, Transocean and the broadcasts of the German ministry of propaganda, all of which continued as usual.

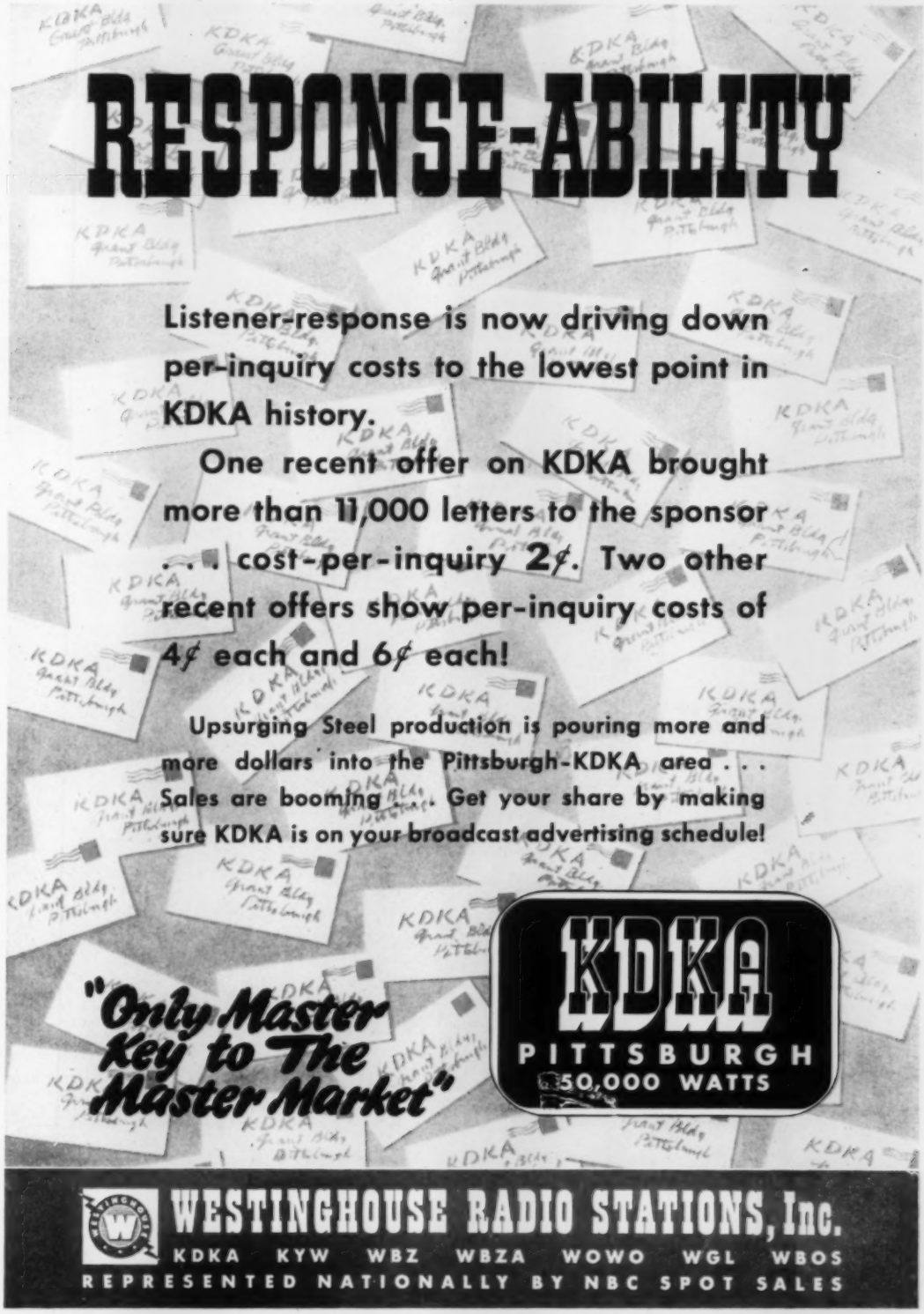
11-Hour Silence

Following this blockade on communications from Italy and Germany, authorities of both countries notified this country April 7 that as a temporary war measure, foreign correspondents could not communicate in any way with America between the hours of 1 p.m. and 12 midnight, New York time, until further notice. This ban on communications was still in effect when BROADCASTING went to press, and "will continue indefinitely", according to word received from Berlin by NBC.

MBS, which does not have a listening post, carried the news of the declaration of war by Germany Saturday night as picked up from press news association wires, but from midnight until 2 a.m. rebroadcast direct pickups from the BBC and from Rome. WOR, MBS New York station, stayed on the air until 4 a.m. April 5 under the direction of Alvin Josephy Jr. of the special features division.

CBS organized a new system of blind delays for emergency use, whereby three to four times daily CBS correspondents in Yugoslavia, Greece and Turkey broadcast on a closed circuit. If anything momentous was said New York, listening in, put them on the air immediately and was able to get news through by this method when all other means of communications failed.

IRON FIREMAN MFG. Co. which has used spot radio in the past, has announced a 15% increase in its advertising budget for 1941. Agency is Joseph R. Gerber Co., Portland, Ore.


RESPONSE-ABILITY
Listener-response is now driving down per-inquiry costs to the lowest point in KDKA history.
One recent offer on KDKA brought more than 11,000 letters to the sponsor . . . cost-per-inquiry 2¢. Two other recent offers show per-inquiry costs of 4¢ each and 6¢ each!
Upsurging Steel production is pouring more and more dollars into the Pittsburgh-KDKA area . . . Sales are booming . . . Get your share by making sure KDKA is on your broadcast advertising schedule!
"Only Master Key to The Master Market"
KDKA
PITTSBURGH
50,000 WATTS
WESTINGHOUSE RADIO STATIONS, Inc.
KDKA KYW WBZ WBZA WOWO WGL WBOS
REPRESENTED NATIONALLY BY NBC SPOT SALES

CLARK
for
QUALITY
in
ELECTRICAL
TRANSCRIPTION
PROCESSING

Today, as since the earliest days of radio, the name CLARK on processed recordings is a symbol of sterling workmanship and quality materials. And today practically every important transcription producer is a CLARK client. So, today, we suggest that if you are interested in quality transcription processing you investigate CLARK.

Clark
Phonograph Record Co.
Newark, N.J.
216 High St. Humboldt 2-0880
Chicago, Illinois
221 N. La Salle St. Central 5275

Gordon Gray's Grant Only FM Station Excepted From FCC's Newspaper Ruling

FORMAL announcement of issuance of a construction permit to Gordon Gray, Winston-Salem publisher and broadcaster, for a new "super" FM station in North Carolina despite his identity with ownership of a newspaper, was made April 7 by the FCC. The action had been taken the preceding week [BROADCASTING, April 7].

The FCC said that pursuant to Order 79, calling for a hearing on newspaper ownership of broadcast stations, both AM and FM, and to "related announcements", it had ordered issuance of a construction permit for the Gordon Gray station, which will have the call W41MM. This action was taken "under the last proviso of Order No. 79, upon finding that the public interest, convenience and necessity will be served by construction at this time".

Other Grants

In the case of six other FM applications, aligned with newspapers, the FCC said it had ordered issuance of construction permits with the condition "that no construction facilities shall be undertaken or completed until the Commission has acted on the general newspaper - ownership question". These station were W71SB, *South Bend* (Ind.) *Tribune;* W45D, *Detroit News;* W55M, *Milwaukee Journal;* W47P, Pittsburgh, licensed to Walker & Downing Radio Corp. but owned by the Paul Block newspapers; W45RG, Baton Rouge Broadcasting Co., identified with the *Baton Rouge Advocate & State Times;* W45CM, licensed to WBNS Inc., Columbus.

In the case of the *Chicago Tribune* station, W59C, licensed to WGN Inc., the FCC announced it had placed in the pending files the application for modification of construction permit previously granted. Similar action was taken in the case of W71RF, licensed to Rockford Broadcasters Inc., which operates WROK and publishes the *Register-Republic.*

The FCC said that these actions were taken "without prejudice to the provisions in Order 79 that newspaper interests whose applications for FM stations had already been acted upon could come in and make a special showing that they should be allowed to go ahead immediately".

First FM Sponsors

FIRST commercial sponsor on New York City's first commercially licensed FM station, W71NY, is Longines-Wittnauer Co. (watches) which carries time signals every hour on the hour daily on the FM adjunct of WOR, placed by Arthur Rosenberg Co. Longines thus becomes the second sponsor in FM history, the first being Standard Candy Co., Nashville, on W47NV, adjunct of WSM [BROADCASTING, March 10].

Applications of A. S. Abell Co., Baltimore, which publishes the *Baltimore Sun;* of Mercer Broadcasting Co., near Trenton, N. J., which publishes the *Trenton Times;* and of News Syndicate Co. Inc., New York, publishing the *New York Daily News,* were placed in the pending file.

The FCC announced also that it had granted special temporary authorization to the *Milwaukee Journal* to operate commercially for a period of 60 days its FM experimental station [BROADCASTING, April 7]. The grant was made subject to any rules and regulations "which might later be adopted by the Commission in the newspaper investigation."

In an action announced April 8, the FCC granted consent to assignment of the construction permit for an FM station from Howitt-Wood Radio Co. Inc., which operates WNBF, Binghamton, to its present company, Wylie B. Jones Adv. Agency. With the call W49BN, the station is authorized for 44,900 kc. with a coverage of 6,500 square miles.

FM IN WASHINGTON AND BOSTON SOUGHT

APPLICATIONS for commercial FM facilities were received by the FCC during the last week from the Boston Edison Co. for a station in Boston, and from McNary & Chambers, Washington consulting engineers, for an outlet in the capital city.

The Boston Edison Co. is owner of WEEI, which it leases to CBS, and its FM application was for 44.7 mc. to cover 6,930 square miles with a population of 3,075,927. McNary & Chambers, in making the first such application for an FM station in Washington, applied for 47.5 mc. covering 2,610 square miles and a 762,485 population.

Pending applications before the Commission now total 56. Columbia Broadcasting System Inc., applicant for FM in Boston on 44 mc. with a 16,230 square mile coverage reaching a population of 5,972,246, has amended its original application to request 43.5 mc., covering 20,200 square miles and a population of 5,384,179 and to move its transmitter site to the summit of Mt. Asnebumskit, Paxton, Mass.

Boston Games on FM

COMPLETE COVERAGE of all the home games of the Boston Bees and Red Sox will be made via FM for New England sports fans this year, in addition to the regular broadcasts via AM on the Colonial Network, according to John Shepard 3d, president of the Colonial Network. Both W1XOJ, Paxton, Mass. and W39B, FM station on the peak of Mt. Washington, which on April 5 became the first FM stations in that area to begin operation on a commercial basis, will feature the play-by-play accounts.

VETERAN WIRELESS OPERATORS Assn. will hold memorial services in Battery Park, New York, on April 15, the 29th anniversary of the sinking of the *Titantic.* A portion of the services will be broadcast on NBC-Blue.

WANTED

Experienced radio - time salesman between 22 and 35 years old, for popular 1000 watt regional station, located in a Middle Atlantic State and serving a primary area of 1,700,000 people. Chance for advancement. Replys will be held in strict confidence. Send complete qualifications and photo to Box 327, BROADCASTING.

Limited Supply of Extra Copies Available!

NEW BROADCAST ALLOCATIONS
Ordered Under The
North American Regional Broadcasting Agreement
(Havana Treaty)
Effective March 29, 1941

Including, U. S. Broadcast Stations by Call Letters; U. S. Broadcast Stations by Frequencies; Canadian Broadcast Stations by Call Letters; Canadian Broadcast Stations by Frequencies; Mexican Broadcast Stations by Frequencies; Cuban Broadcast Stations by Frequencies; Definitions of Station Classes.

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising
National Press Bldg. • Washington, D. C.

25c Each · 20c in quantities of 10 or more

TRANSCRIPTIONS

STANDARD PROGRAM LIBRARY SERVICE announces the following new and renewal subscribers: KYUM, Yuma, Ariz.; KRLD, Dallas; WGIL, Galesburg, Ill.; KFBB, Great Falls, Mont.; WSBT, South Bend, Ind.; KWTO-KGBX, Springfield, Mo.; WOL, Washington; WHDF, Calumet, Mich.; CFRN, Edmonton, Alta.; WFCI, Pawtucket, R. I.; WIBX, Utica, N. Y.; KBIZ, Ottumwa, Ia.; KDTH, Dubuque, Ia.; WHYN, Holyoke, Mass.; KBND, Bend, Ore.; KMYR, Denver, Col.; KPOW, Powell, Wyo.; WMAN, Mansfield, O.; W55NY (FM), New York.

TRANSCRIPTIONS of several hundred public service broadcasts are now available to schools, clubs and other groups in the Rocky Mountain region through the establishment recently of a Transcription Library Service by the Extension Division of the U of Colorado. The Service is being set up on a pay-its-own-way basis, with schools and groups using the discs, paying transportation and handling costs.

NBC THESAURUS is recording a series of three-quarter hours weekly featuring Carson Robison & His Buckaroos, western harmonizers, formerly sponsored by Musterole Co., Procter & Gamble Co., Hecker Products and White Labs. Series will be titled *Ridin' the Range with Carson Robison.*

SERIES of recordings dramatizing the various phases of YMCA activities is in preparation by NBC's Radio-Recording division, under the direction of Heriette K. Harrison, radio director of the National Council of YMCA. The transcriptions will be used by some 150 YMCA's throughout the country.

PHOTO & SOUND, San Francisco transcription company, recently purchased the physical assets of Metro Recording Productions of San Francisco. Mrs. Ida M. Baer, owner of Metro stated that her company has ceased operations. Paul Smith, Metro's chief recording engineer, has joined Photo & Sound.

Hamilton Discs

PROMOTION campaign to acquaint station managers and program directors with the Hammond Novachord has been launched by Hammond Instrument Co., Chicago. Eight selections by Collins Driggs were recorded by NBC Radio-Recording division to form a half-hour transcription. The discs were sent to over 400 stations together with a sample continuity for sales promotion. Recordings and a radio script also are being supplied Hammond dealers in connection with a special dealer cooperative campaign for Solovox. An enlarged appropriation has been set aside for the April-August period. Agency for Hammond is George Hartman Co., Chicago.

Columbia Records Has Biggest Month

Transcription Division Cuts Large Sponsored Campaigns

NEW HIGH in volume of business booked for March was reached by the transcription division of Columbia Record Corp., Bridgeport, Conn., according to William A. Schudt Jr., the division's general manager.

Biggest account was the 26-week contract to record and manufacture all Royal Crown Cola transcriptions for Nehi Corp., Columbus, Ga. Other new accounts included transcriptions for Pall Mall cigarettes and Dodge Division of Chrysler Corp., both through Ruthrauff & Ryan, New York; for Wm. R. Wrigley Jr.'s Spearmint gum, through Vanderbie & Rubens, Chicago, and for Dr. Pepper Bottling Co., through Benton & Bowles, New York.

Recording session took place during March three to five times weekly in the CRC New York, Chicago and Hollywood studios for the Lang-Worth transcription library, while transcriptions were ordered by the following motion picture studios — Paramount, M-G-M, United Artists, 20th Century-Fox and Universal Pictures.

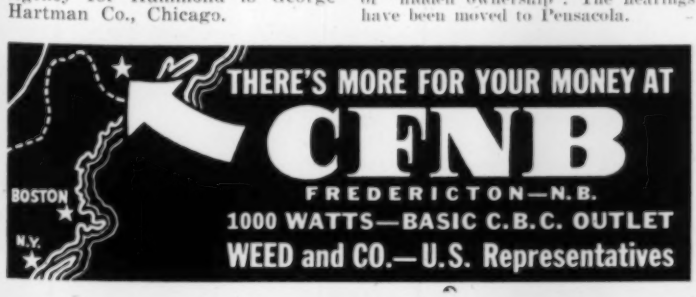
Other accounts included Richman Baking Co., through The Elmer Cline Agency, New York; Sweetheart soap, through Franklin Bruck Adv. Agency, New York; the Canadian radio series for Franco-American spaghetti, through Ruthrauff & Ryan, New York, while CRC's Chicago office reported recording for J. Walter Thompson Co., Sherman & Marquette, Hays-MacFarland agencies and Swift & Co.

NBC Questionnaire

TO DISCOVER the best means of supplying its affiliated stations with material for merchandising programs, NBC has mailed a questionnaire to the station managers of both its Blue and Red Networks. The information will be used by the NBC sales department. An explanatory letter accompanied the questionnaire, signed by Easton C. Woolley, manager of the service division of the NBC station relations department.

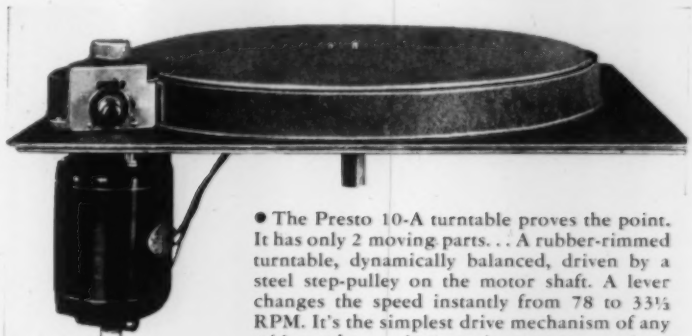
Florida Hearings May 5

THE FCC has postponed until May 5 the hearings to be conducted by Commissioner Walker on its proposed revocations of the licenses of WTMC, Ocala, and WDLP, Panama City, Fla., locals identified with the John H. Perry newspaper interests, on charges of "hidden ownership". The hearings have been moved to Pensacola.



Radio's Newest Transcribed Attraction
"Barrel of Fun"
Starring
Charlie Ruggles
Produced by
Brisacher-Davis & Staff
LOS ANGELES SAN FRANCISCO
Recorded by
Radio Recorders, Inc.
of Hollywood
Processing and Pressings
by—
RADIO DISC
Allied
RECORD MFG. CO.
1041 NO. LAS PALMAS AVE. • HOLLYWOOD, CALIF.

THERE'S ALWAYS AN EASY WAY TO DO A JOB



PRESTO 10-A TURNTABLE
Price, complete chassis ready for use, $140.00

• The Presto 10-A turntable proves the point. It has only 2 moving parts. . . A rubber-rimmed turntable, dynamically balanced, driven by a steel step-pulley on the motor shaft. A lever changes the speed instantly from 78 to 33⅓ RPM. It's the simplest drive mechanism of any table made . . . inexpensive, too . . . maintenance averages $2.00 a year. As for performance, speed accuracy .4%, speed regulation .2%, vibration noises 50 db below zero level (.006W). Decide now to improve your transcription broadcasts. Replace your turntables with the new Presto 10-A. Catalog sheet on request.

PRESTO RECORDING CORP.
242 WEST 55th ST. N.Y.
In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Me. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel. 6967 PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Yu. 0231 • SEATTLE, Sen. 2560 • WASHINGTON, D.C., Shep. 4003
World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

WCAR

We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend . . . Who Prefer WCAR
all at LOW COST!

GET THE FACTS FROM WCAR
PONTIAC • MICH.
or THE FOREMAN CO. NATIONAL REPS
CHICAGO • NEW YORK

WRNL
ALWAYS RINGS THE
BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

The Sales of Bread and Cake Rising

Continental's Program Based on Problems Of Marriage

IN THE OLD DAYS, a leading lady "played the road" to increase her prestige and popularity.

Today a product—in this case, Wonder Bread, sometimes sharing the limelight with its sister product Hostess Cake—takes up stage and goes on tour.

Its starring vehicle is *Your Marriage Club*, an itinerant radio show, heard on CBS every Saturday night at 8-8:30 p.m. And the "Happy Wonder Bakers" are indeed happy because sales are clicking in the path of *Your Marriage Club* which has toured 13 cities in six months, and will broadcast from 11 additional cities in coming months.

City to City

Continental Baking Co., New York, sponsors the itinerant broadcast; Ted Bates Inc., New York, is the agency; Haven MacQuarrie, an ex-vaudvillian familiar with playing the road, authored the idea, and is producer and m.c. of the program. The program is taken from city to city, where Continental has bakeries and where there also is a CBS outlet. Two weeks is the usual "run" in each city . . . long enough to win enthusiastic audiences for *Your Marriage Club* and to give a decided boost to Wonder Bread and Hostess Cake sales.

Your Marriage Club is based on the ever-growing popularity of the audience participation program. Its subject is the universally appealing theme of marriage. Married couples—brides and golden wedding celebrants alike—are interviewed on problems of family life. Each couple appearing on the program receives $20, and the man and wife who give the best answers to their problem, in the opinion of the guest judges, are awarded an added prize of $25. Good humor and friendly bantering prevail throughout the program.

This is the half-hour broadcast that goes on the air, but the part of the show that the radio listeners don't hear is the entertainment that has made *Your Marriage Club* a success on the road.

Movies and Amateurs

Before each broadcast, of which there are two every Saturday evening—one for the East and Midwest, and a repeat for the Coast—Haven MacQuarrie entertains his local guests with an extra hour-and-a-half performance.

An audience participation show, *So You Want to be An Actor?* with which MacQuarrie has had success in vaudeville and on the air, comprises part of the program, while movies of the New York World's Fair, showing scenes of Continental's own model bakery, complete it.

Auditoriums are packed at every broadcast. Wonder Bread is the star of the show, and here's the reason for its success:

Wonder Bread and Hostess Cakes are sold through the retail grocer. There are about 2,000 to 6,000 grocery stores served by each one of the Continental Bakeries, and the goodwill of each one of those grocers is a prime requisite in the Continental sales program. *Your Marriage Club* acts as that necessary good-will builder because it is tied directly to the grocery store counter.

It is there that customers must secure tickets to admit them to the broadcast. Tickets are free, of course, but each person desiring one must come to the store—first, to fill out a request card, and then a second time to pick up the ticket. Thus each member of *Your Marriage Club* has visited the grocery store twice.

Dealers like that. It means new customers, added sales and goodwill for everyone concerned. The popularity of the show in each city has meant a "sellout" of tickets.

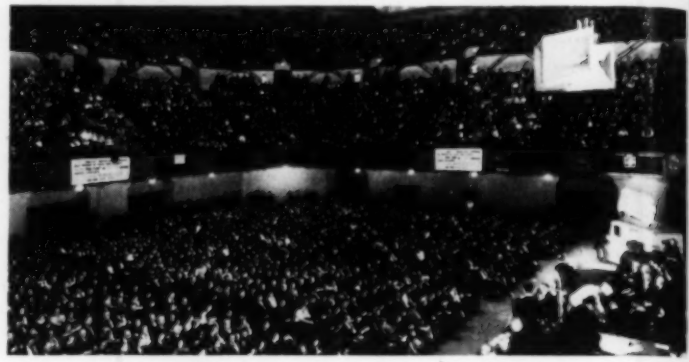
For instance, in St. Louis, when a combination of rain, sleet and snow made traveling a hazard, the combined audiences of the two broadcasts totaled 16,427 prospective customers for Wonder Bread. In each city where the program has played, the enthusiasm of the audience has been reflected in immediate sales increases.

Theatre Displays

From the minute the curtain goes up, the showmanship of this traveling broadcast is apparent. Advertising displays are hung throughout the theatre or auditorium. The lobby and stage is decorated with Continental products. Wherever possible, clean white Wonder Bread trucks—each supporting a giant loaf of bread in its gay balloon wrapper—are placed on the floor beside the stage.

The nature of *Your Marriage Club* lends itself naturally to tie-ins with local activities. The program is heartily endorsed by civic authorities because their city receives national publicity on the CBS network. Two mayors have proclaimed "Married Folks Day" in honor of the program, and women's organizations, parent-teacher groups give the program their support. Local papers know the news value in the origination of a national broadcast in their home city—and they take advantage of it.

The program is one of the pioneers as a radio road show, and its first six months have already brought it a long way from the experimental stage. Not only is the rating steadily rising, but the men who sell Wonder Bread and the customers who eat it are expressing their enthusiasm for the program through the grocers. The proof of the sales of Wonder Bread is in the eating, and Continental Baking Company's is dividends in sales.



5,000 Minnesotans at Continental Broadcast

MBS Names Brewer

SAM BREWER, correspondent in Greece for the *Chicago Tribune*, has been appointed MBS warfront correspondent in Athens and will start a series of news broadcasts from that area, the exact time of which will be announced shortly.

5000 WATTS DIRECTIONAL
WBNX
NEW YORK

TAKE ADVANTAGE OF THIS DIRECT APPROACH TO THE WORLD'S LARGEST MARKET—
Metropolitan New York

Levy Is Returned To Board of NAB

J. Harold Ryan Is Re-elected As District 7 Director

AFTER an absence of five years, Isaac D. Levy, co-owner of WCAU, Philadelphia, and a major stockholder in CBS, was returned to the NAB board of directors April 7 at a district meeting in Philadelphia. He was elected as district director to succeed Clifford M. Chafey, WEEU, Reading, for the area comprising Pennsylvania, New Jersey and Delaware.

Mr. Levy

J. Harold Ryan, vice-president and general manager of the Fort Industry Co., and head of WSPD, Toledo, was reelected director for District 7, comprising Kentucky and Ohio, at the district meeting in Cincinnati April 4.

Confidence in BMI

Both meetings adopted resolutions unanimously affirming allegiance to Broadcast Music Inc. and commending the industry-owned copyright organization for its work. NAB President Miller attended the Cincinnati session, while C. E. Arney Jr., assistant to the president; Joseph L. Miller, labor relations director, and Frank E. Pellegrin attended the Philadelphia meeting.

Senator Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, addressed the Cincinnati session. He repeated his oft-expressed opposition to Government ownership or control of radio, but advocated strongly steps by broadcasters to assure equal opportunity on the air to both sides of controversial issues.

Mr. Levy, who has been active in industry affairs, notably copyright, resigned from the NAB several years ago because of disagreement with policies. He is expected to figure prominently in the copyright discussion at the NAB convention in St. Louis, May 12-15.

Youth Serial Renewed

GENERAL MILLS, Minneapolis (Wheaties), on June 2 renews for 17 weeks *Jack Armstrong, the All American Boy*, on 13 NBC-Red stations. Effective with the renewal the series will be broadcast Monday through Friday 5:45-6 p.m. (EDST), in place of its former time 5:30-5:45 p.m. (EST), over 11 stations in the eastern time zone. WMAQ, Chicago, and WLW, Cincinnati, will transcribe the program off the line and carry the broadcasts on a delayed basis. Agency is Knox Reeves Adv., Minneapolis.

DISTRICT managers and salesmen of the Eastern toilet goods division of Colgate-Palmolive-Peet Co., Jersey City, on April 10 were guests at a special performance of the company's *Ask-It-Basket* program on CBS for Colgate dental cream, following the regular 8-8:30 p.m. broadcast.

NBC Seeks Legal Test of FCC Decision In WHDH Case, to Define Clear Status

PAVING the way for a court test of the validity of the FCC's proposed clear-channel breakdown through its recent split vote grant of fulltime to WHDH, Boston, on the clear channel occupied by KOA, Denver, NBC last Friday petitioned the FCC to stay this action pending reconsideration to be sought by KOA.

On March 27 the FCC, by a 3-2 vote, announced granting of the WHDH application on 830 kc. with 5,000 watts and fulltime, in lieu of limited time operation [BROADCASTING, March 31].

The final order was issued April 7. In the NBC petition, filed by A. L. Ashby, vice-president and general counsel, Duke M. Patrick and Philip G. Hennessey Jr., Washington attorneys, the FCC was asked first to stay the amendment of its rules governing clear channels and the issuance of a construction permit to WHDH, until it had an opportunity to act on a petition for rehearing to be filed by NBC on or before April 23. Under FCC rules, 20 days from the date of final order are allowed for rehearing petitions.

Other Requests

NBC's second request was that should the Commission grant the petition for rehearing, then a further stay of action is asked until conclusion of any hearing which may be held. Finally, NBC asked that should the FCC deny the rehearing petition, then a stay of action be issued until a final determination of proceedings, which NBC intends to institute in the United States Court of Appeals for the District of Columbia for judicial review of the FCC action. This was interpreted as meaning that in such an eventuality, NBC will seek to procure a stay order from the courts against the KOA channel breakdown.

Stern Heads NBC Sports

BILL STERN, ace NBC sports announcer since 1937, on April 15 will become NBC director of all sports events. Stern will handle both sustaining and commercial sports programs and will cooperate with William Hillpot, NBC-Blue program manager, and Phillip Carlin, NBC-Red program manager. A. A. Schechter, who has been handling sports programs, continues as NBC director of news and special events.

THE EFFECT of defense spending in various sections of the country with some defense spending in various sections of the country, is the basis of a new market survey service announced last week by Ross Federal Service Inc.

RICHARD H. DIGGS, story editor of Lennen & Mitchell, Hollywood, has been transferred to the agency's New York office.

Network Accounts

All time EDST unless otherwise indicated.

New Business

GENERAL MILLS, Minneapolis (Corn Kix), on May 5 starts *The Lone Ranger* on 43 MBS stations, Mon. Wed. Fri., 7:30-8 p.m. (repeat, 8:30-9 p.m.). Two stations record the programs for delayed broadcasts. After daylight time begins broadcast moves to 8:30-9 and repeat is eliminated. Agency: Blackett-Sample-Hummert, Chicago.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive soap), June 1 starts *Elmer Davis & the News* on 90 CBS stations, 7 days weekly, 8:55-9 p.m. Agency: Ward Wheelock Co.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive soap) on April 28 starts *Stacy of Bess Johnson* on 60 NBC-Red stations, 10-10:15 a.m. Mon. thru Fri., 4:30-4:45 p.m. Agency: Ward Wheelock, N. Y.

GULF OIL Co., Pittsburgh on April 27 replaces *Screen Guild Theatre* with *World News Tonight* on 78 CBS stations, Sun., 7:30-8 p.m. Agency: Young & Rubicam, N. Y.

Renewal Accounts

MARROW'S Inc., Chicago (Mar-O-Oil Shampoo), on April 3 renewed for 13 weeks *Hollywood Whispers*, featuring George Fisher, commentator, on 37 MBS stations, Tues. & Thurs., 11:30-11:45 a.m. Agency: Hays MacFarland & Co., Chicago.

GENERAL MILLS, Minneapolis (Wheaties), on June 2 renews for 17 weeks and shifts *Jack Armstrong, the All American Boy* on 13 NBC-Red stations, Mon. thru Fri. from 5:30-5:45 p.m. (EST) to 5:45-6 (EDST). Agency: Knox-Reeves, Minneapolis.

Now— IN INDIANA DAY AND NIGHT
THE HOOSIER STATION GIVES YOU . . .
5,000 WATTS
AND MORE POWER MEANS ADDED PUNCH

Here's real punch and power for those "plus" merchandising services that make WFBM the outstanding outlet for the Indiana market . . . Indianapolis newspaper display advertising . . . window and interior displays in Indianapolis department stores . . . rear tire cover posters on Indianapolis' largest taxi-cab fleet . . . 4-page illustrated promotional leaflet published bimonthly and carried inside these same cabs . . . screen trailer and publicity tie-ups in Indianapolis' leading theatres.

WFBM
THE HOOSIER STATION • INDIANA
National Representative: THE KATZ AGENCY, Inc.
ONLY BASIC CBS OUTLET IN INDIANA

WHB
Kansas City's Favorite Station
★
"Represented by Rambeau"
WM. G. RAMBEAU COMPANY
CHICAGO
360 No. Michigan
Andover 5566
NEW YORK
Chanin Building
Caledonia 5-4940
KANSAS CITY

Studio Notes

KSO and KRNT, Des Moines, are arranging two series of transcribed programs from Army camps to start about April 15. They will feature interviews, special music and variety shows with Iowa boys on each program. When some selectee is appearing on the broadcast his family and friends will be notified by special letters from the station.

WFAA-KGKO, Dallas, is presenting a special weather service at the request of army camps and government projects in Texas. Daily weather forecasts from the U. S. Weather Bureau at Love Field, Dallas, are being broadcast for Camp Bowie at Brownwood, Camp Wolters at Mineral Wells and the Denison Dam Project.

Honors for Earl

RADIO commentators have been honored for a variety of reasons but Earl Godwin, NBC Washington reporter, gets the unsponsored station break for this week. He is to take part April 21 in the celebration commemorating the 75th anniversary of Ridgewood, N. J. Godwin's ancestor, Abram Godwin, who participated in the Revolution, settled in Ridgewood, which used to be known as Godwinville. The village was renamed in 1866, sometime before Earl saw the light of day on the spot of the present United States Supreme Court building in Washington.

WHIO, Dayton, O., sponsored the Seventh Annual Miami Valley Spelling Bee Feb. 4 to March 29. The eight-week contest for grade school students was conducted thrice weekly from the WHIO studios and the finals were broadcast from the local Biltmore Hotel before an audience including 200 school teachers. More than 25,000 students from schools in the Miami Valley district participated and the final prizes were contributed by WHIO.

WBT, Charlotte, N. C., will shortly begin installation of a new $15,000 auditorium-studio in the Wilder Bldg. Manager A. E. Joscelyn announced that work will be completed in about six weeks. The studio-auditorium would hold 200 persons.

KROD, El Paso, gave a complete description of events during a practice blackout on April 7. The station's mikes, engineers and announcers were stationed at vantage points throughout the mountains and valleys surrounding El Paso, and made available a running account of the maneuvers and exhibitions for the listeners.

WTAG, Worcester, Mass., has undertaken an all-out radio aid to promote enlistments by publicizing the many opportunities to be found in the armed service. Over 100 announcements weekly tell educational facts, career and training possibilities, slogans, and other information.

WTAX, Springfield, Ill., was presented March 25 with an American Flag by the Springfield Unit No. 32, American Legion Auxiliary. Presentation was made to Manager Jay A. Johnson by Mrs. Clyde Middour, Americanism chairman. Flag has been placed permanently in the WTAX main studios.

KOA, Denver, late in April, will revive *Nature Sketches*, a series of nature study broadcasts from famed Estes Park in Colorado. The series features Raymond Gregg, park naturalist for Rocky Mountain National Park. Pick-ups will be made from various points in Estes Park.

KWK, St. Louis, has inaugurated *St. Louisans in Defense*, heard Friday evenings 9:15 to 9:30. The program consists of transcribed interviews with St. Louis men who are serving their year in the Army at Camp Robinson. John Conrad, former KWK singer, announcer and continuity writer, who is in the Army, acts as master of ceremonies. Conrad questions trainees on their daily routine and on their reactions to Army life. The interviews are transcribed at KARK, Little Rock.

KBAP-KGKO, Fort Worth, has conducted 500 grade and high school students from Fort Worth schools on sight-seeing tours through the studios in the last three months. Receiver of a George Foster Peabody commendation for its educational and public service programs, future policy of the station will continue to emphasize such programs. KGKO, for the past two years has been conducting the *KGKO City School* series, a 25-minute show prepared and presented by local high school seniors.

CHML, Hamilton, Ont., which is listed under Havana Treaty allocations on 900 kc. with 1,000 watts and a directional antenna, has had the requirement of a directional antenna lifted, according to Ken Soble, station manager.

WFCI, Pawtucket, R. I., which started operations April 26 as an MBS affiliate for the Providence market, will use Transradio news and plans to operate until 1 a.m. daily and possibly later, if late dance pickups warrant.

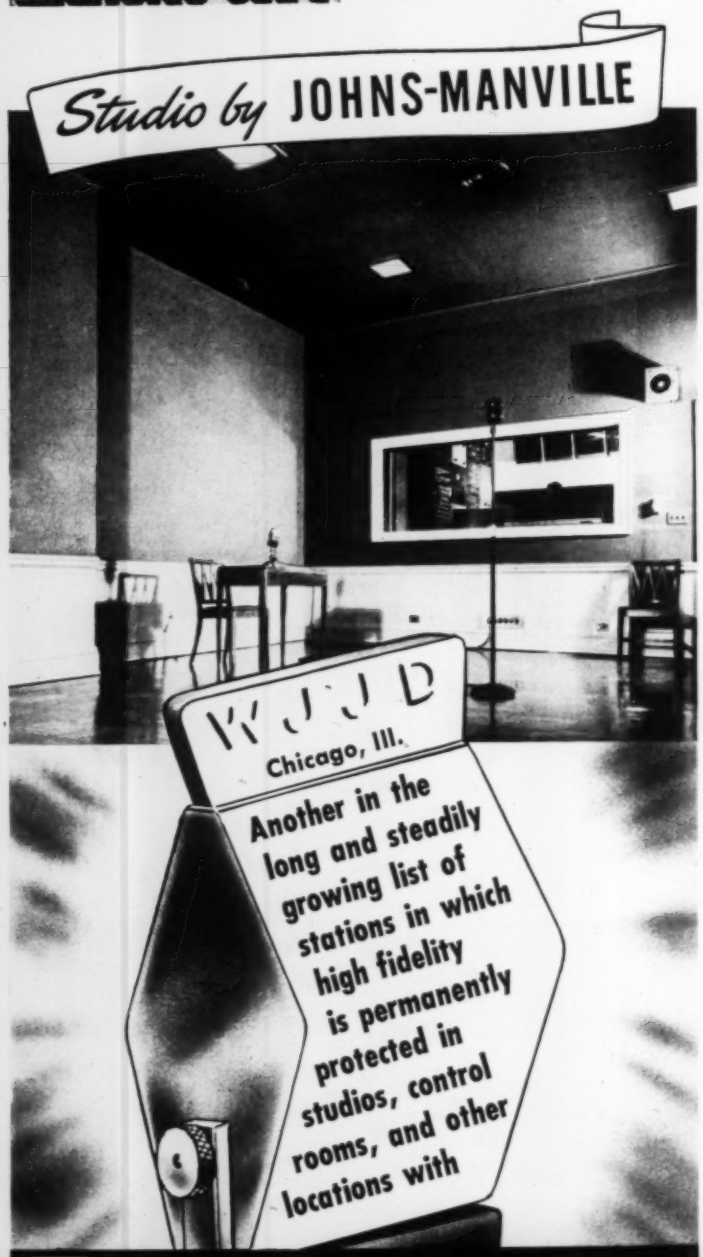
Local Promotion Drive Urged in Philadelphia

A. W. DANNENBAUM Jr., sales manager of WDAS, Philadelphia, has proposed that Philadelphia stations appropriate a sum for mutual promotion, using not only their own media but newspapers as well. He stated that as a result of Radio Moving Day, when all the local stations combined their resources to publicize the change in dial positions, an influx of new business came to the stations. He believes stations could promote themselves locally as public service mediums as well as effective forms of advertising.

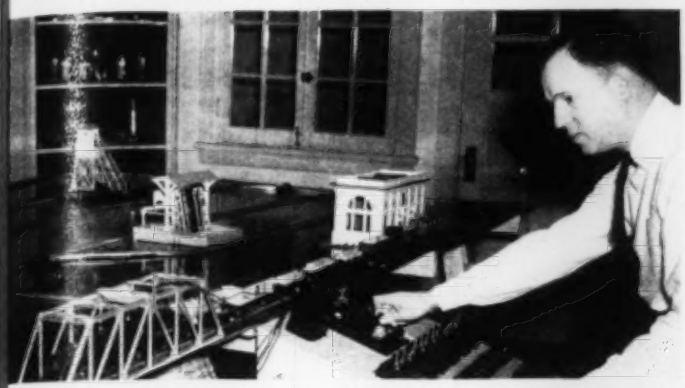
While stations boost themselves individually, no local joint effort has been tried and Mr. Dannebaum believes the results, from a commercial standpoint, would be most encouraging. In addition, if the local outlets were to finance institutional advertising for the industry as a whole in the local newspapers, it would tend to eradicate entirely any lingering animosity toward radio on the part of newspaper publishers. He added that such an effort would supplement the promotional work of the NAB localizing the promotional efforts.

C. of C. Radio Stand

REAFFIRMATION of the 1936 resolution of the U. S. Chamber of Commerce favoring the confining of Federal regulation of broadcasting to technical considerations is regarded as certain at the 29th annual meeting of the Chamber, to be held in Washington April 29 to May 1. The proposition of reaffirmation was advanced in a booklet of questions for consideration at the annual meeting, sent recently to Chamber of Commerce members over the country. Under ordinary procedure, Chamber resolutions expire after five years unless extended. Reaffirmation of the 1936 resolution, which expires this year, would extend it to 1946.


Studio by JOHNS-MANVILLE
WJJD
Chicago, Ill.
Another in the long and steadily growing list of stations in which high fidelity is permanently protected in studios, control rooms, and other locations with
JM JOHNS-MANVILLE Sound-Control
Materials and Acoustical-Engineering Service

WBAL means business in Baltimore



RAILROADING on a small scale is the hobby of Roger Baker, sports commentator of WLW-WSAI, Cincinnati. He has set up an entire railroad system in his basement, with three trains, loading and unloading docks for coal and lumber, and a maze of tracks and switches.

MUSICIANS AT KWK START A WALKOUT

UNION musicians of KWK, St. Louis, walked out April 6, after a rupture in negotiations on year-round retention of a staff band of 10 men, according to Robert T. Convey, president and general manager of the MBS outlet.

Mr. Convey, during several weeks of conversations with the local, headed by Sam Meyers, proposed that the number of men be reduced from 10 to 7 during the summer, with a 15-man orchestra to be retained from Oct. 1 to Jan. 1. There was no dispute over hours or wages, and the amount of money expended in that fashion would have been equivalent to the disbursement for 10 men on a year-round basis, according to Mr. Convey.

He added that the union spokesman insisted upon a 10-man year-round operation, irrespective of the amount of money expended. When the station declined to accede to this proposition, on the ground that the union was attempting to tell KWK how it should spend its money, Mr. Meyers called out the musicians.

Conoco Spots

CONTINENTAL OIL Co., Ponca City, Okla. (Conoco) will sponsor transcribed announcements broadcast 52 times during June on 120 midwestern and southwest stations. NBC Radio-Recording Division recorded the announcements, placed through Tracy-Loce-Dawson, New York.

Picketing at WLAW

MEMBERS of the local chapter of Associated Broadcast Technicians Union of International Brotherhood of Electrical Workers have picketed WLAW, Lawrence, Mass., for several days, because of failure of protracted negotiations to produce an agreement, according to G. Tyler Byrne, treasurer of the Lowell chapter. The chapter covers also engineers of WLLH, Lowell-Lawrence, and WFEA, Manchester. Mr. Byrne said that all station managements, with the exception of WLAW, have signed union shop contracts after negotiations of several months.

KSTP Pays Out $2,700 For Musicians Not Used

TO AVERT another threatened strike of musicians, Stanley E. Hubbard, president of KSTP, St. Paul, reports that on March 31 he handed over a check for $2,700 to officers of the Twin Cities American Federation of Musicians local, that being the difference between what the union claimed he actually spent on musicians and what he should have spent between June, 1940 and January, 1941.

KSTP was focal point of a threatened musicians' strike last summer which would have held up network service under orders of James Petrillo, AFM president, who also ordered the recent adjustment, according to Mr. Hubbard. "I did not want to be in the position of not living up to our agreement," said Mr. Hubbard, "yet I was unable to find use for the men required to be employed under our agreement."

Vic Connors Negotiates AFRA Coast Contracts

VIC CONNORS, executive secretary of the San Francisco local of AFRA, has been appointed national field representative. He will make his temporary headquarters in Detroit and will leave for New York this week. Connors negotiated a contract with KGW-KEX, Portland, Ore. which, he announced, calls for a raise in salary for all announcers on the staff reaching a maximum of $50 per week. Before taking over his new duties he will attempt to sign up the four remaining stations in the San Francisco Bay area which are non-AFRA—KRE, KLS, KYA and KSAN. KSFO signed a contract with AFRA recently, calling for a considerable increase in salary to all announcers, retroactive to Jan. 1. The contract established a parity among the four network stations in San Francisco, calling for a minimum wage of $200 per month.

NBC Wins Suit

VERDICT in favor of NBC was handed down April 2 in New York Supreme Court by Justice Bernard Shientag following a three-day trial of the radio plagiarism suit for $176,000 brought by Lodewick Vroom and George W. Butler. The programs complained of were four sustaining shows titled *Rising Stars*. After finding that NBC had not entered into a contract, the court held that, as a matter of law, the writers had not submitted anything new, novel or concrete which was used by NBC.

A RICH, *NEW* MARKET

WHO'S GETTING YOUR SHARE?

On the crest of new expansion, payroll dollars in this area are buying dollars. Put KFDM on your schedules and get your share of this new business.

Located in the Very Heart of Texas' Booming Gulf Coast Industrial Area

KFDM
FULL TIME
560 KC
1000 Watts
NBC BLUE
BEAUMONT

Represented by
Howard H. Wilson Company

BOOM TOWN

ROCKFORD INDUSTRIES SET ALL-TIME RECORDS
Payrolls and Employment Pass Pre-Depression Peaks

Figures just released by the Illinois Department of Labor show that Rockford manufacturing industries set two all-time records in February.

PAYROLLS reached 188.7% which was 47.1% above the highest figure set in pre-depression years when the payroll peak hit 141.6% in March, 1929.

EMPLOYMENT in February was 147.7%—29.7% higher than the mark of 118% in April, 1929.

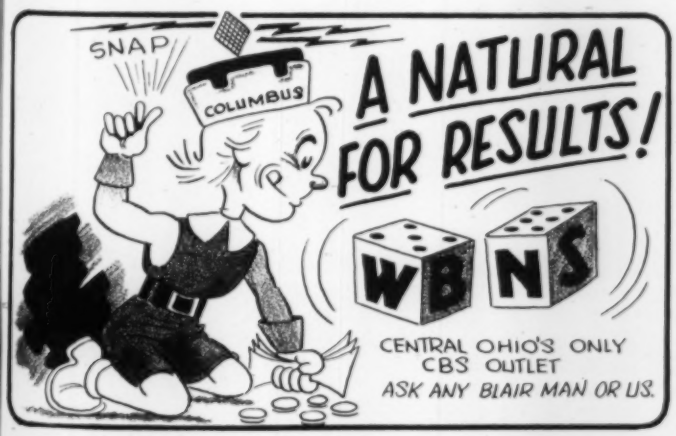
These statistics are based on the average of 1925-27 as 100%, according to the Ill. Dept. of Labor.

This $150,000,000 market, including CAMP GRANT—the nation's largest recruit reception and medical center—effectively served by

ROCKFORD **WROK** ILLINOIS

Affiliated With The Mutual Broadcasting System

National Representatives: Headley-Reed Company



Instant Success!

In Its 3rd Printing

I LIVE ON AIR

BEHIND THE SCENES OF RADIO

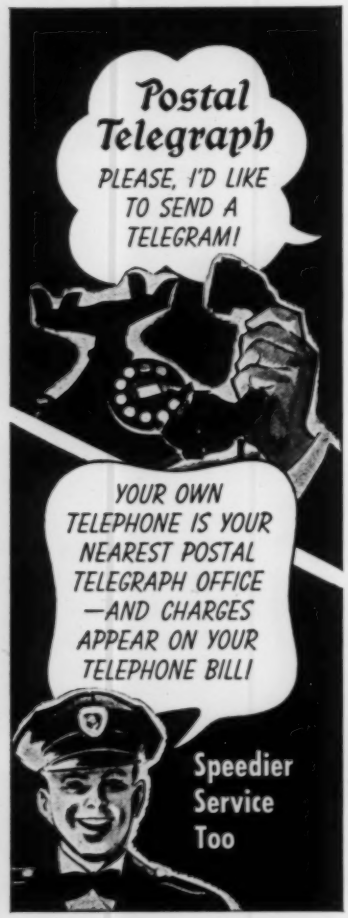
by A. A. SCHECHTER
WITH
EDWARD ANTHONY

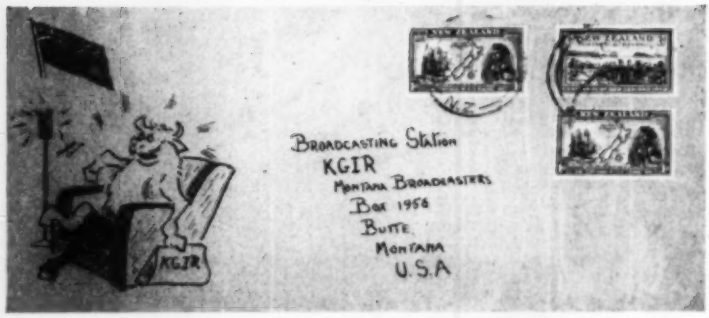
"A lively narrative of news broadcasting in what you might call radio's Richard Harding Davis era, with spirited scoops being scored from time to time by alert men-on-the-spot." —*N. Y. Times.*

"What goes on behind the scenes makes one of the most interesting, as well as one of the most readable books for every one. We're recommending it to everybody with a radio or a newspaper." — *Boston Herald.*

"Racy and enthusiastic and laid out on the principle that when one good story reminds the teller of another it should be told at once." — *N. Y. Times Book Review.* **$3.75**

F. A. Stokes Co., 443-4th Ave., N. Y. C.


Postal Telegraph
PLEASE, I'D LIKE TO SEND A TELEGRAM!
YOUR OWN TELEPHONE IS YOUR NEAREST POSTAL TELEGRAPH OFFICE —AND CHARGES APPEAR ON YOUR TELEPHONE BILL!
Speedier Service Too



THE FAMED Z-BAR symbol exploited in these columns by Ed Craney, operator of KGIR, Butte, Mont., and the Z-Bar network, has reached New Zealand, judging by this letter just received by Craney. The "bull" symbol, featured in the Z-Bar and KGIR advertising, was drawn in ink on the envelope. Ed's conclusion is that "this listener must have seen an advertisement in BROADCASTING". He gets, incidentally, about 30 letters a month from New Zealand.

ASCAP Negotiates With Networks

(Continued from page 12)

MBS stockholders. It was emphasized that these conversations are not negotiations but merely preliminary discussions leading toward a method of permitting MBS stations to resume the broadcasting of ASCAP music. An MBS board meeting on March 24 authorized such conversations but specifically stated that "no negotiations be carried on with ASCAP in the name of MBS until further action of the board of directors" [BROADCASTING, March 24].

ASCAP's radio committee has also continued with its formula-seeking task and, according to Mr. Paine, has a formula which it believes is just about ready for submission to any interested person. The committee will probably present the formula to the ASCAP board early this week, Mr. Paine said, and if the board approves it, the committee will then offer it to broadcasters.

Admitting that he did not consider this formula by any means a perfect solution and that he was not sure whether it would work out in practice to the advantage or disadvantage of either ASCAP or the broadcasters, he expressed the hope that it would be tested out experimentally by enough stations to uncover and correct any defects and to develop a workable plan for the use of ASCAP music on a per-program basis.

"We don't want anyone to think we're not trying to work this per-program plan out, because we are," he stated. "And we're trying to make it as simple as we possibly can. But a system broad enough to cover all conditions can rapidly become so complicated that its application is practically impossible.

"The consent decree provides that a broadcaster can inform ASCAP he wishes to present a program of such and such length on so many stations with this talent at that time and using these compositions. ASCAP is then to fix a price for the use of the music requested. That's relatively simple, even when allowance is made for last-minute substitutions in music caused by the illness of a soloist or some other unforseeable factor.

Bookkeeping Cost

"But that's only the beginning. There are a hundred variations needed, covering all-musical shows, variety programs, dramatic programs with background music and script shows with only theme music, which must then be classified as commercial or sustaining, as individual station broadcasts or regional networks or national networks or transcriptions, and to provide for clearance at the source in some cases and not in others. Each variation complicates the accounting, and every complication of accounting makes the formula more expensive and so less satisfactory."

Mr. Paine said that one broadcaster, operating a small station had told him that the compilation of records for BMI to use in calculating their royalty payments to composers amounted to more than $1[illegible] a month, a sizable proportion of his entire payment to ASCAP under the blanket license system. The broadcaster, Mr. Paine reported, said that when he had to spend money for music he preferred to get music rather than bookkeeping.

The ASCAP committee appointed to revise the Society's by-laws in accordance with the provisions of the Federal consent decree has completed its task, Mr. Paine said, and the ASCAP general counsel are now going over the recommended changes and putting them into the proper legal language for submission to the membership.

A general membership meeting will be called as soon as the attorneys are ready, he said. Following the adoption of the amended by-laws, an election of directors will be held, with 11 of the 24 posts on the board to be filled by vote of the membership, who for the first time will participate in the election of its board. Formerly the board elected its own members.

Retiring directors are: Otto Harbach, Edgar Leslie, J. H. Mercer, Oley Speaks, Deems Taylor, writers; J. J. Bregman, George Fischer, Walter S. Fischer, J. J. O'Connell, Gustave Schirmer, Will Von Tilzer, publishers. Four more directors' terms expire at the end of the year, giving the membership an opportunity to name a majority of the board before the beginning of 194[illegible].

"As I was saying, WFDF in Flint Michigan now has 1000 watts on 910 kilocycles . . ."

NETWORK PROGRESS PORTRAYED BY MBS

CHANGES in station affiliation which have strengthened Mutual coverage and improvements in power and frequency of other MBS affiliates were major sales arguments at an eight-factor presentation made to two groups of approximately 50 agency and advertising executives by MBS officials. A two-day "advertising clinic" was conducted by MBS at the Waldorf-Astoria Hotel, April 8-9.

Opened by Fred Weber, MBS general manager, who traced the network's history from its inception in 1935 by three independently-owned stations to its 178-station strength today as proof of the soundness of the mutual principle of operation, the clinic sessions were also addressed by Edward Wood, sales manager; Adolph Opfinger, program coordinator; Lester Gottlieb, publicity director; Wallace A. Walker, statistician, and Robert A. Schmid, sales promotion director and creator of the easel presentation.

After the speakers had pointed out the advantages offered to advertisers by Mutual's volume discount plan, its news coverage and commentation, its outstanding sustaining features and its sports exclusives, the presentation wound up with a comparison of the facilities of MBS and NBC-Blue.

SHIRLEY SNYDER, youngest daughter of Glenn Snyder, vice-president and manager of WLS, Chicago, is now appearing with the famed *Dorothy Dorben Dancers* in the Marine Dining Room of Chicago's Edgewater Beach Hotel.

Universal Daylight Saving Is Advised

Miller Asks Knudson for His Views on Defense Measure

CALLING for a public statement from the National Defense Advisory Council on the desirability of establishing national daylight saving time as a defense measure, NAB President Neville Miller last Tuesday in a letter to William S. Knudsen, director of the Office of Production Management, declared that a universal daytime saving time system would solve the broadcasting industry's perennial programming headaches. No answering statement had been made by OPM as BROADCASTING went to press.

Pointing out that both the NAB board of directors and the board of the Assn. of American Railroads have voted to support the daylight saving proposition, and noting that two bills providing a universal daylight saving time system have been introduced in the House—HR-3789 by Rep. McLean (R-N. J.)) and HR-4206 by Rep. Keogh (D-N. Y.)—Mr. Miller stated:

An Aid to Programming

"Our board of directors has voted unanimously to support national daylight saving time for the reason that it will solve the broadcasting industry's semi-annual programming problems arising out of the fact that some States operate on daylight saving time and others do not. I do not know what consideration, if any, the Defense Commission has given to the question of the desirability of national daylight saving time as a defense measure. Our association, and others, deem it of transcendent importance. If you concur in our view, we urge that you make a public statement to that effect."

Although final tabulations have not been completed and no official announcement made, it is understood the daylight saving survey being conducted by the NAB indicates that a preponderance of U. S. stations favor universal daylight saving time base as the best solution to programming difficulties.

Capps With WITH

NOW OPERATING on a 24-hour-a-day basis, the new WITH, Baltimore, which was inaugurated last month, announces the appointment as program director of Charles Capps, former program director of WMCA, New York, and recently with WARM, Scranton. Mr. Capps recently produced the *ACAP on Parade* series. He was director and producer of *War Letters From Britain* and Ex-Lax's *Five Star Final*, and was script writer for the Lever *Big Town* series.

BMI DEFINES PLAN ON INFRINGEMENTS

OCCASIONAL innocent infringement of BMI music by stations not members of Broadcast Music Inc. will not be prosecuted, with only "willful chiselers and infringers" to be attacked, according to Carl Haverlin, station relations manager of BMI.

Mr. Haverlin last month advised non-BMI stations that use of its music without a license may be subjected to infringement action, causing a furore among those stations [BROADCASTING, April 7].

After Calvin J. Smith, general manager of KFAC, Los Angeles, had branded these tactics as "the same old threat that the industry as a whole objected to on the part of ASCAP for many years", Mr. Haverlin on April 3 advised the California broadcaster that no arbitrary action was contemplated. He said he had written his original letter after he had been "bedeviled by a number of BMI licensees who heartily dislike the idea that some non-subscribing stations seem to feel free to use the music that subscribers have to pay for—music which would not exist had it not been for their payments."

From other broadcasters not members of BMI, protests have been registered against the request that such stations, in joining the industry-owned company, would be required to pay assessments for the preceding year, during which they were not members.

Stern Tests Spots

L. & H. STERN Co., New York, is testing one-minute spot announcements on WHN, New York, for Zeus cigarette holders. More stations may be added if the test is successful. Al Paul Lefton Co., New York, is the agency.

GE Records Speeches For English Rebroadcast

BECAUSE most of the important speeches made in this country are broadcast in the evening when no shortwave stations are beamed to England, WGEO, General Electric shortwave station in Schenectady, has worked out a special system for rebroadcasting such talks at the request of the BBC.

While a speaker is broadcasting in America, WGEO transcribes the talk and after signing off its programs to Latin America at 11 p.m. (EST), sends the recorded talk via shortwave to the BBC in London. The BBC in turn re-records the WGEO broadcast and presents it for London listeners the first thing the following morning.

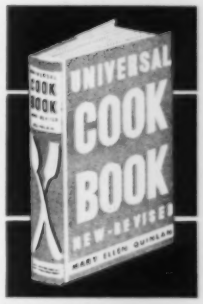
Army Shifts Brechner

JOSEPH L. BRECHNER, formerly of the U. S. Army Recruiting Service where he wrote a series of quarter-hour recruiting transcriptions, has been transferred to the Pictorial & Radio Division of the Public Relations Division of the War Department. He will continue as a script writer in his new post, working with E. M. Kirby, civilian advisor.

Tootsie Rolls on 9

SWEETS Co. of America, Hoboken, has started 25-word chain breaks and minute transcribed announcements for Tootsie Rolls on WNAC WMAQ WTAM WFAA CKLW KMBC WCCO WCAU WGY. Biow Co., New York, is agency.

15c Never Bought More Premium Value



MARY ELLEN QUINLAN'S
UNIVERSAL COOK BOOK

- *Full Library Size*
- *256 Pages*
- *Washable Covers*

In sheer appeal and quick response, no housewife premium outpulls a good cook book! The Universal Cook Book is one of the greatest values ever offered for this purpose. It's big and thick; never fails to please. Yet its cost is only 15c a copy! You can't possibly appreciate what a value this is until you've seen a sample. Send for one today.

Address Dept. B-14

THE WORLD PUBLISHING CO.
2231 W. 110 St. Cleveland O.

135,000 Watts *Nighttime Coverage*

At night, the highly efficient KWKH directional antenna actually radiates 135,000 watts East and West into the homes of 425,683 radio families in 13 states . . . **regular listeners of KWKH.** Figures based on NEW CBS Audit after only 7 months of operation by KWKH on its increased power of *50,000 Watts*-**CBS**

KWKH

A Shreveport Times Station—Represented by the Branham Company

$20 REWARD FOR PLAYING THE RED

That's right $20.00. Here's how. A minute spot, night-time, on WMBG—the Red Network outlet in Richmond costs only $15.00. A minute spot—night-time on the other leading Richmond Station costs $35.00. Reward for playing the Red—$20.00.

WMBG offers you the Red Network audience —5000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG, NBC Red Outlet, Richmond, Va.

National Representative—John Blair Co.

CLASSIFIED Advertisements

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Wanted—Young man with Radiotelephone first class license. Experience not necessary. Apply Box 368, BROADCASTING.

Experienced Announcer — With operator's license. If you have selling experience it will help. Box 356, BROADCASTING.

Combination Announcer-Engineer-Network Station—In West Texas. Salary liberal. Send transcription, experience and photograph. Box 357, BROADCASTING.

Wanted—By midwest chain station. Experienced mail pull m.c. announcer. Good opportunity for right man. Apply immediately. Box 367, BROADCASTING.

Wanted—Radio operator telephone 1st Class location Puerto Rico. Combination announcer preferable. Twenty-five Dollars ($25.00) week. Box 366, BROADCASTING.

Salesman—Two hundred fifty watt full time in rich market, city thirty thousand midwest. Salary and commission. Give details and references. Box 361, BROADCASTING.

Growing Regional Needs Young, Agressive Announcer - Copywriter—Minimum two years experience. Send photo, transcription, qualifications. KLO, Ogden, Utah.

Midwest Fulltime Station—To go on air in approximately 60 days desires complete staff with exception of manager. Write full details of past experiences etc. Box 365, BROADCASTING.

Salesman—Well established MBS affiliate South East offers excellent opportunity to producer. Drawing account plus commission. Will consider only experienced, aggressive, sober salesman who wants to get ahead. Write full details concerning yourself to Box 373, BROADCASTING.

Openings On Hand!—For qualified employees every department announcers, operators, combinations, transradio press, salesman, etc., except talent. National Radio Employment Bureau, Box 864, Denver, Col.

CBS Station In Central West—Looking for chief engineer, preferably married. Please give complete background and experience record as well as starting salary expected. Box 372, BROADCASTING.

Situations Wanted

Announcer, Technician, A-1 Salesman—Sales manager experience, all phases of radio production and sales. No high pressure type; can produce. Want to manage small station. Have capital for right proposition. 7 years' experience. Box 362, BROADCASTING.

Announcer—Wishes connection with eastern network affiliate. Thoroughly trained in news, ad lib and general assignments. Has tested early morning chatter show. Network endorsement. Thirty years old. Married. College education. Address Box 352, BROADCASTING.

Engineer—Steadily employed, desires permanent connection as Chief Engineer or connection with promotion possibilities. Qualified for general broadcasting installations, operation and maintenance, etc. Also familiar with FM and Directional Antenna systems. Qualifications furnished upon request. Gladly arrange an interview. Prefer Stations operating with five to fifty KW. Box 360, BROADCASTING.

Why Lose Money?—Will manage Southern station profit sharing basis you can't lose. Box 359, BROADCASTING.

Agency Man—Four years' experience all phases, production-programming with a top five national agency, desires program directorship eastern station. Draft exempt. Box 364, BROADCASTING.

Commercial Manager—Nine years of sales and merchandising. Last seven years with one of the most successful managers of the NBC affiliates. Details on request. Box 353, BROADCASTING.

Operator, Licensed—Four years studio, remote and transmitter experience. Immediately. Box 370, BROADCASTING.

Sports Announcer—Baseball-sport commentary, also handle general duties. References, recordings. Box 369, BROADCASTING.

Chief Engineer—Competent, cooperative. Take compete charge. Make engineering department click. Employed. Box 351, BROADCASTING.

Experienced Engineer—5 year's construction, maintainence, controls. Excellent references available. Desires steady position, eastern state preferred. Box 363, BROADCASTING.

For Sale

Assortment New and Used—Mica transmitting condensers priced very reasonable. Box 371, BROADCASTING.

For Sale—Used Western Electric 5 Kw transmitter complete, good record of performance. Box 358, BROADCASTING.

For Sale—78B RCA DeLuxe Audio Amplifier equipment complete with control console and 64A cabinet speaker. Will handle two studios, two turntables, and two nemos; also RCA microphones. Box 355, BROADASTING.

Wanted to Buy

Wanted to Buy Used 5 Kilowatt Transmitter—Give particulars. Box 354, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
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There is no substitute for experience
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Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
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CLIFFORD YEWDALL
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NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • NA. 6718

FOR SALE!

1 RCA type 250-K 250 watt transmitter, MI-7242A less tubes with one crystal for either 1370, 1400 or 1420 kc.
1 RCA type 9AJX cabinet rack, transmitter grey MI-4519/4537
1 RCA 33B Jack Panel. MI-4646
1 RCA 76-B1 console type Speech Input Equipment with power supply less tubes. MI-11613/11301
2 RCA 70 C turntables. MI-4871A. Umber grey
4 RCA Junior Velocity Microphones. MI-4036K
1 RCA 90A program stand. MI-4090
1 RCA 91A desk stand, MI-4058A
1 RCA 91-B desk stand. MI-4092
1 RCA 311A Frequency Monitor, transmitter grey MI-8211B with crystal either for 1370 kc., 1400 kc., or 1420 kc. with one set used tubes. Clipper amplifier included.
1 RCA 66A Modulation Monitor, transmitter grey, with one set used tubes. MI-7502
1 RCA Antenna Tuning Unit, type AZ-4293. MI-7423
1 RCA Lighting choke coil, type 92-A. MI-7112
1 RCA remote metering kit, MI-19404
1 RCA Limiting Amplifier type 86-A, Transmitter Grey, MI-11216, with 1 set used tubes, and with RCA type 36B shelf, transmitter grey, MI-4682A
1 Standard Ck type 150 foot Blaw Knox Hot Dipped Galvanized tower, including four Lapp No. 13988 insulators, and including Crouse-Hinds Lighting equipment, Specification A

This equipment, used by station KYAN, now discontinued, is offered for sale F.O.B. Cheyenne, and is available for immediate delivery. It has been used less than six months, and is guaranteed to be in perfect operating condition. Practically everything necessary for a complete new station, at a real saving. Address your offer to

Wm. C. Grove — Room 220
Plains Hotel — Cheyenne, Wyoming

REMEDY FOR POOR RECEPTION

WFBL Makes Tieup With Repairman and Develops Good Will When Listeners Complain

A NOVEL plan to remedy listeners' complaints about faulty reception of the station's signal has been put into operation by WFBL, Syracuse. The personalized campaign, originated by Bob Aller, staff engineer, appears to be bearing fruit for the station both in goodwill and better reception.

Several months ago Aller noticed that intermittently the station received complaints from the same listeners about poor reception of WFBL programs. They seemed inclined to blame flaws in the technical operation of the station, although Aller reasoned that they probably were getting bad reception all along the dial—and they wanted WFBL to supply a remedy.

Taking up the matter with station officials, Aller was instrumental in working up an agreement with Pat Cerone, a local radio repairman, for routine examination and "diagnosis" of all complaints coming to the station from listeners.

It was understood that Repairman Cerone would receive a flat rate for each call, and that he would be working, in each case, for the station and not for himself—he was not to try and work up jobs for himself during these calls.

A Call Is Made

Now when a complaint on reception comes in, the WFBL switchboard operator turns it over to Aller. In turn, he makes an original typewritten report and two carbon copies—giving the name, address and telephone number of the complainant along with the specific complaint. The original goes into a looseleaf book which he keeps. Both carbons go to Cerone.

The repairman then makes the call. If the complaint arises from a minor technical displacement, he corrects the condition and notes it on his report. In the many cases where poor reception results from careless tuning by the listeners, he delivers a tactful lesson on the fundamentals of good radio operation. If the receiver is obsolete, Cerone makes this plain, but without putting in a plug for himself.

After these visits, Cerone sends one carbon back to the station, so his "diagnosis" and "treatment" can be transcribed to the filed original and the case record kept up to date. The second carbon he presents to the WFBL business office as a voucher for payment. As a checkup, a WFBL engineer a few days later phones the listener to find whether the set is working correctly.

Results of the program have been definite and encouraging, WFBL reports. An average of two complaints are received daily, and Cerone is able to take care of this volume handily. The station also receives calls from aided listeners, attesting their appreciation.

"There is no doubt that a listener once so helped out is on WFBL's side," a station official remarked. "He knows the station has an interest in him. He undoubtedly perks up his ears every time he hears WFBL mentioned after that."

Jack Campbell Named

JACK CAMPBELL has been appointed manager of sales promotion for KGO and KPO, San Francisco, succeeding Gene Clark, who goes to NBC production department. A native of Bedford, Ind., Campbell attended Indiana U. and began his career in the outdoor advertising department of Foster & Kleiser in 1922. Moving to Young Adv. Agency in 1931, and three years later to Langendorf United Bakeries as advertising manager handling radio, newspaper and outdoor advertising over the entire Pacific Coast. In 1939 Campbell became western regional advertising manager for Schenley Distilleries, coordinating advertising and sales activities for that corporation in the West.

Mr. Campbell

Survey of Reading

THE READING of books during such months as June, October and November of last year was replaced by the urgency of radio listening and newspaper reading, according to the 1940 report of the New York Public Library. More books were circulated during 1940 than 1939, but the volume dropped sharply during those months due to world affairs. The report also shows a change in travel books requested, with interest turned to this hemisphere.

RCA Plans Spots

AS FURTHER promotion for its personal radio, RCA plans a campaign, including announcements, to start May 15 in time for the outdoor season and run on a large list of stations.

CHNS

THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York

WANTED... in "America's Money Belt"
Food for a Fourth of ALL the Nations' Tractors!
WNAX
KRNT
KSO
WMT
NOTE: Estimates based on survey of farm petroleum use show that more than $156,560,000.00 worth of petroleum products were used last year by farmers alone in "America's Money Belt." More will be used this year.
NEBR.
IOWA
ILL.
WILL YOU SELL IT ?

NEARLY $300 a minute — every minute of the day and night — all year long . . . that's what it costs to keep the farmers' tractors and trucks running in "America's Money Belt." That's a lot for plowing — but no wonder . . .

More than one-fourth of all the tractors of the nation are owned by "Money Belt" farmers. Only 10.7% of the U. S. farms — BUT 25.1% OF THE TRACTORS! Reason? . . . farmers, and other folks too, have money to buy the things they need. Those "other folks" spend plenty for their automobiles too, out here where there's practically *a car for every family.*

Reap your harvest while "Money Belt" farmers plow this Spring. The *four-way voice* of The Cowles Stations will plant your message in this fertile ground. May we tell you more?

Here's What Money Belt Farmers Alone Used Last Year

Quantity	*Est. Cost*
GASOLINE	
933,341,730 gal.	$102,667,590.30
MOTOR OIL	
23,988,905 gal.	12,474,230.60
GEAR LUBRICANTS	
68,634,211 lbs.	8,922,447.43
SPECIAL LUBRICANTS	
12,357,793 lbs.	1,853,668.95
KEROSENE	
6,170,295 bbls.	26,223,753.75
DISTILLATE	
508,605 bbls.	2,034,420.00
PETROLEUM GAS	
7,698,908 gal.	2,386,683.80

The Cowles Stations
WMT ★ KRNT ★ KSO ★ WNAX
CEDAR RAPIDS WATERLOO · DES MOINES · DES MOINES · YANKTON SIOUX CITY
Affiliated with THE REGISTER AND TRIBUNE, Des Moines, Iowa

Represented Nationally by THE KATZ AGENCY

FOR THE N. A. B. CONVENTION
in St. Louis

Stay At The Headquarters Hotel - Center of Activity

New Hotel Jefferson
THE ARISTOCRAT OF ST. LOUIS

800 ROOMS FROM $3.00
AIR CONDITIONED

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

APRIL 5 TO APRIL 11, INCLUSIVE

Decisions . . .

APRIL 5

KABR, Aberdeen, S. D.—Granted license increase to 5 kw etc.

APRIL 7

W41MM, Winston-Salem; W71SB, South Bend; W45D, Detroit; W55M, Milwaukee; W47P, Pittsburgh; W45RG, Baton Rouge; W45CM, Columbus—Ordered issuance CP on condition no construction facilities be undertaken or completed until Commission has acted on general newspaper-ownership question.

W59C, Chicago; W71RF, Rockford, Ill.—Placed in pending file applications for modification of CPs previously granted.

NEW. A. S. Abell Co., Baltimore; Mercer Broadcasting Co., Trenton, N. J.; News Syndicate Co., New York—Placed in pending files applications CPs FM.

Milwaukee Journal—Granted temporary authorization operate commercially 60 days its FM experimental station.

APRIL 8

WGAU, Athens, Ga.—Granted voluntary assignment license from J. K. Patrick, Earl Braswell, Tate Wright, C. A. Rowland and A. Lynne Brannen d/b J. K. Patrick & Co. to J. K. Patrick, Earl B. Braswell, Tate Wright and C. A. Rowland, d/b J. K. Patrick & Co.

KWJJ, Portland, Ore.—Granted modification CP to use directional D & N, approval present site.

WCAO, Baltimore—Granted CP increase to 5 kw N & D, move transmitter, directional N & D.

SET FOR HEARING—**KPAC, Port Arthur, Tex.**, modification license increase N to 1 kw, change antenna; **NEW, Constitution Broadcasting Co., Atlanta**, CP 550 kc 1-5 kw unl. directional N. **WCAO, Baltimore**, application for consent to transfer control from Lewis M. Milbourne and Clarence W. Miles as voting trustees to themselves and L. Waters Milbourne as voting trustees.

APRIL 9

WARM, Scranton, Pa.—Granted modification CP new station for shift to 1400 kc under treaty.

KRFJ, Miles City, Okla.—Granted modification CP to 1310 kc 250 w unl., for shift to 1340 kc under treaty.

W49BN, Binghamton, N. Y.—Granted consent assignment CP from Howitt-Wood Radio Co. Inc. to its parent company, Wylie B. Jones Adv. Agency.

WLWO, Cincinnati—Granted modification international station increase from 50 to 75 kw.

WKZO, Kalamazoo—Adopted order vacating action of 3-4-41 granting in part application increase D to 5 kw, and set application CP for hearing.

KORN, Fremont, Neb.—Set for hearing application for renewal of license and transfer of control.

APRIL 10

MISCELLANEOUS—**WAAT, Jersey City**, granted modification CP new transmitter, directional N 970 kc under treaty; **WCSH, Portland, Me.**, granted modification CP to 970 kc under treaty; **WFCI, Pawtucket, R. I.**, granted modification CP new station to extend completion; **KEYS, Corpus Christi, Tex.**, granted license as modified new station for 1490 kc under treaty; **WPAY, Portsmouth, O.**, granted continuance hearing on application to transfer control to 6-2-41; **W1XG, Boston**, granted continuance hearing to 4-29-41; **NEW, Western Mass. Broadcasting Co., Pittsfield**, granted indefinite postponement hearing on application for CP 1500 kc, 1490 under treaty, 100 w unl.; **WNAX, Yankton, S. D.**, granted leave withdraw without prejudice application transfer control of station; **WKZO, Kalamazoo, Mich.**, action granting in part application ordered vacated.

Applications . . .

APRIL 8

WATR, Waterbury, Conn.—CP increase to 1 kw, new transmitter, amended to 1320 kc under treaty.

WFBC, Greenville, S. C.—Modification CP change antenna amended for further antenna changes, 1330 kc under treaty.

NEW, WFAM Inc., Lafayette, Ind.—CP 1230 kc 100 w unl., facilities WFAM.

WGES, Chicago—Modification CP change transmitter, antenna on 1390 kc under treaty.

FIRST ARMY DUTY of Manager Roy Powell, of WCOS, Columbia, S. C., after being drafted into active duty as a first lieutenant and assigned the position of assistant public relations director in charge of radio at Fort Jackson, Columbia, was the handling of the *Spin & Win With Jimmy Flynn* show for NBC-Blue from the post. Standing here in uniform he watches the principals in the popular coast-to-coast quiz gathered for a WCOS interview (l to r), NBC announcers Bob Stanton, WCOS Announcer Dave McGowan, Perry Ward (Flynn), Tom Reilly, producer.

KEX, Portland, Ore.—CP new transmitter directional N & D, change to 1160 kc increase to 50 kw unl., amended to 1190 kc under treaty.

WTMC, Ocala, Fla.—Hearing continued to 5-5-41.

APRIL 9

NEW, McNary & Chambers, Washington—CP 47.5 mc 2,610 sq. miles 762,485 population.

NEW, CBS Inc., Boston—CP 44.1 mc 16,230 sq. miles 5,972,246 population, amended to 43.5 mc. 20,200 sq. miles, 5,384,179 population, change antenna, transmitter.

NEW, Birney Imes, Tupelo, Miss.—CP 1240 kc 250 w unl.

NEW, CBS Inc., St. Louis—CP 44.7 mc 10,950 sq. miles 1,708,332 population.

NEW, Southwest Broadcasters, Las Vegas, N. M.—CP 1230 kc 250 w unl.

APRIL 11

WNBC, New Britain, Conn.—Modification CP for 1410 kc under treaty, 5 kw unl., directional.

NEW, Indianapolis Broadcasting Inc., Indianapolis—CP 45.3 mc 13,640 sq. miles 1,017,471 population, FM station.

WTMA, Charleston, S. C.—Modification CP new transmitter etc., asking 1250 under treaty, change antenna.

NEW, Capital City Broadcasting Co., Topeka—CP 1170 kc 5 kw D II, amended to 1210 kc under treaty.

KPQ, Wenatchee, Wash.—CP new transmitter, change to 560 kc 500 w 1 kw D.

NEW, Hughes Proucttions, Los Angeles—CP 44.5 mc FM 7,312 sq. miles 2,575,558 population.

NEW, Hughes Productions, San Mateo Co., Cal.—Same except 10,790 sq. miles 1,893,802 population.

THE LAPP PORCELAIN COMPRESSION CONE HAS BEEN INSULATING ANTENNA STRUCTURES FOR 20 YEARS
LAPP
It takes real strength to withstand the loading—electrical and mechanical—on insulators for broadcast antenna structures. For 20 years, all Lapp footing and guy insulators have been built around a compression cone of electrical porcelain. And no tower failure has ever been attributed to the failure of a Lapp porcelain part.
Specify LAPP FOR SECURITY IN ANTENNA STRUCTURE INSULATORS

Ring, Clark Are Fete At Testimonial Dinne

A TESTIMONIAL dinner in hon of Andrew D. Ring, former a sistant chief engineer of the FC and Ralph L. Clark, former seni engineer, who resigned with M Ring to engage in a private eng neering practice in Washingto was held at the Willard Hot Washington, April 9. More th 100 attended, including members the FCC engineering, law and a counting departments, broadcaste and legal and engineering prac tioners in Washington, and othe identified with radio and who we acquainted with Mr. Ring duri his 12-year tenure at the FCC.

Prior to the dinner, FCC eng neering department employes pr sented Mr. Ring with a desk s and Mr. Clark with a travelin bag. At the dinner, Mr. Ring wa presented with a traveling bag an a planimeter, and Mr. Clark with brief case. Paul D. P. Spearma former general counsel of the FC presided at the banquet, with th presentation to Mr. Ring made b his first chief in Government ser ice, Dr. C. B. Jolliffe, now chief e gineer of RCA Laboratories.

R. C. FOSTER, Statler Bldg., Boston, has been appointed Boston and New England representative of the new WMUR, Manchester, N. H.

Tentative Calendar . . .

APRIL 14

NEW, Western Mass. Broadcasting Co., Pittsfield—CP 1500 kc (1490 under treaty) 100 w unl.

APRIL 15

W1XG, Boston—Modification license to 50-56 mc 500 w visual, 42-56, 60-86 mc 500 w visual.

APRIL 16

WNAX, Yankton, S. D.—Transfer of control.

KFNF, Shenandoah, Ia.—Renewal license.

APRIL 18

NEW, J. Leslie Doss, Bessemer, Ala.—CP 1370 kc 250 w unl.

APRIL 23

NEW, CBS Inc., Boston—CP 43.5 mc 20,200 sq. miles unl.

APRIL 29

WIXG, Boston—CP and modification license television.

MAY 1

WGST, Atlanta—License renewal.

MAY 16

KMA, Shenandoah, Ia.—Renewal license.

MAY 28

KRBC, Abilene, Tex.—CP 940 kc 1 kw unl. directional N & D.

MAY 29

WRDW, Augusta, Ga.—CP 1450 kc 500 w 1 kw D unl.

JUNE 2

NEW, Symons Broadcasting Co., Ellensburg, Wash.—CP 1110 kc 1 kw unl.

WPAY, Portsmouth, O.—Transfer of control and license renewal.

JUNE 4

KFRO, Longview, Tex.—Modification CP to 1340 kc 5 kw unl. directional N.

FOR A WHOLE DAY recently James Ulmer Jr., son of Rev. James G. Ulmer, founder of several Texas stations including KGKB, Tyler, handled the control room of KGKB. Occasion was the turning over of the entire operation of KGKB for one day to local high school students studying radio. Sixteen-year-old Ulmer holds a commercial first class operator's license in addition to operating amateur station W5HWD.

Radio Is Left Out In Monopoly Paper

TNEC Recommends a Charter Law for Corporations

APPARENTLY ignoring any recommendation advocating Government-operated radio facilities, the Temporary National Economic Committee in its report released last Monday advocated a national charter law for corporations, repeal of the Miller-Tydings Enabling Act permitting resale price maintenance contracts, reform of patent laws to reduce alleged monopolistic control and strengthening control on mergers.

The report, which culminated TNEC's 2½-year investigation into the concentration of economic power in the United States, also recommended that the Federal Trade Commission and Justice Department receive adequate funds to administer the anti-trust laws and that penalties for infraction of these statutes be stiffly increased.

Although it was recently recommended to the TNEC in a monograph, *Economic Power & Political Pressures*, that Government-operated radio stations be established to aid in bringing "into the open" lobbying activities by private interests [BROADCASTING, March 24], the report failed to include any language along this line. The only direct reference to radio in the report came in the recommendation for a Federal statute to prevent life insurance companies from using radio and other media to sell insurance in a State where they have not been lawfully admitted to do business.

TNEC, a joint Congressional-departmental committee, was constituted June 18, 1938. It passed out of existence last Wednesday, following filing of its final report with Congress. During its more more than two years' activity the Committee heard 552 witnesses, took more than 20,000 pages of testimony and spent $1,062,000.

Gross Named to FCC Broadcasting Post With Adair Appointed as His Assistant

WITH THE APPOINTMENT of Gerald C. Gross as assistant chief engineer of the FCC in charge of broadcasting, the Commission at a meeting April 9 also approved promotions for nearly a dozen broadcast engineers, with increases in salary and grade.

George P. Adair, chief assistant to Andrew D. Ring who resigned last month to enter private consulting practice, was named assistant chief of the Broadcast Division, with a promotion in grade. Mr. Adair will serve under Mr. Gross, who formerly headed the international division of the engineering department.

Simultaneously, the FCC appointed Philip F. Siling, assistant chief of the International Division, to succeed Mr. Gross. The latter's promotion to the Ring vacancy had been expected [BROADCASTING, April 7].

Mr. Siling

Mr. Adair

Change in Functions

Revision of the functions of the Broadcast Division under Mr. Gross also was approved by the FCC, upon recommendation of Chief Engineer E. K. Jett, with promotions in rank for several engineers. John A. Willoughby was named chief of the standard broadcast applications section, with Robert M. Silliman appointed assistant chief.

William C. Boese was named chief of the non-standard broadcast application section, covering FM, television and similar services. Cyril M. Braum was made his assistant.

Clure H. Owen was appointed chief of the hearing section. H. Underwood Graham was named chief of the allocation section, with James E. Barr assistant chief. A. L. Kreis was named chief of the monitoring equipment section, with Mrs. Maxine Colonna chief clerk of the records section.

Mr. Gross, a veteran engineer, participated in the formation of the engineering division of the former Radio Commission in 1928. He has represented the Government at 21 international conferences on communications and since 1933 has served as secretary of the Interdepartment Radio Advisory Committee. He is 37 and a graduate of Haverford. Before joining the Radio Commission in 1928, he was on the radio engineering staff of the Bureau of Standards.

Mr. Adair has been with the FCC since 1931. A native of Texas, he is 37 and obtained his B.S. degree in electrical engineering from Texas A & M College where he was ROTC officer in charge of radio and specialized in communications engineering. Before joining the FCC, Mr. Adair had served in the radio department of General Electric Co. and had conducted a private radio school in Texas.

Mr. Siling was born in East Orange, N. J., on Aug. 14, 1897 and was graduated from Yale in 1917, cum laude, with a degree in electrical engineering. He served with AT&T from 1917 to 1929 in transmission and outside engineering developments. He was named superintendent of materials and supplies for International Telephone & Telegraph Corp. of South America in 1931, with headquarters in Buenos Aires.

In 1933 he was appointed Assistant Deputy Administrator of NRA in charge of codes of the electrical manufacturing industry. Mr. Siling joined the FCC as senior telephone engineer in 1935 and in February, 1937, became assistant chief of the International Division. He also has served as assistant secretary of IRAC.

Actions by FTC

PAXTON & GALLAHER Co., Omaha, Neb., has stipulated with the Federal Trade Commission to stop certain advertising representations for Butter-Nut Coffee, according to an FTC announcement last Thursday. W. F. Young Inc., Springfield, Mass., also has stipulated to stop certain advertising claims for Absorbine Jr. Air Conditioning Training Corp., Youngstown, O., has been ordered by the FTC to stop allegedly misleading advertising representations for its correspondence courses in air conditioning and refrigeration.

BROOKS CONNALLY, program director of WIND, Gary, Ind., is currently conducting a dramatic class composed of convicts at the Michigan State Prison.

Nine Cities Show Double Population

ONLY NINE U. S. cities in the 10,000 and over class doubled their population in the decade between the 1930 and 1940 censuses, according to figures made public April 8 by the U. S. Census Bureau. The fastest growing city in the 10,000 and over class was Hobbs, N. M., with a gain of 1,675.8% from 598 in 1930 to 10,619 in 1940. Florida and Texas were tied with three cities each in the charmed circle of "double" counts.

Miami Beach, Fla., was second fastest growing city of the nation in this class, with a gain of 331.4% from 6,494 persons in 1930 to 28,012 in 1940. Panama City, with a gain of 114.9% from 5,402 in 1930 to 11,610 in 1940, and Fort Lauderdale, with a gain of 107.7% from 8,666 in 1930 to 17,996 in 1940, were the other two fastest growing Florida cities.

The third fastest growing city in the 10,000 class in the country was University Park, Tex., suburb of Dallas. This place gained by 244.2% from 4,200 in 1930 to 14,458 in 1940. The other two fastest growers in Texas were Longview, with a gain of 173.2% from 5,036 in 1930 to 13,758 in 1940, and Corpus Christi, with a gain of 106.6% from 27,741 in 1930 to 57,301 in 1940.

Burbank, Cal., gained by 106.1% from 16,662 in 1930 to 34,337 in 1940.

Arlington County, Va., suburb of Washington, classed as an incorporated urban place under a special rule, gained by 114.3% during the decade—from 26,615 in 1930 to 57,040 in 1940.

The tenth fastest growing city in the 10,000 class was Hickory, N. C., but it did not quite double in size during the decade, Hickory gained by 83.2% from 7,363 in 1930 to 13,468 in 1940.

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Commercial Video By May 1 Is Seen

Prospects of FCC Action in Near Future Is Observed

PROSPECTS are foreseen for full commercial operation of television by May 1, with technical standards recommended by the National Television System Committee. The legal and engineering departments of the FCC are studying the record of the March 20-24 hearing on visual broadcasting [BROADCASTING, March 24, 31], and it is expected the FCC will be able to act quickly when their study is completed.

Full Commercial

It is thought the FCC authorization will cover full commercial operation, in contrast to the "limited commercial" authorization rescinded by the FCC March 23, 1940. Also favored is the 525-line image, 30 frames interlaced, recommended at the hearings by NTSC and endorsed by the large majority of participants in the recent hearing. In the light of testimony that the 30-hour weekly program service recommended by the FCC would impose too heavy a burden at first, it was thought the requirement would be about 15 hours weekly.

FCC authorization would climax a turbulent year in the coming-of-age of visual broadcasting. The whole problem of introducing television on a commercial basis was tossed back to the FCC during the March proceedings when RCA proposed that the Commission ascertain that all elements in the industry and the public are ready to move forward before setting a definite date to start commercial operation.

At the time CBS also pointed to the advisability of avoiding another "false start" and cautioned against proceeding with television operations before determining what might be the effect of the national defense program on the new industry.

Gaspipe Net Trouble

REPORTEDLY causing interference to radio reception in nearby areas, the wire radio "gaspipe" network of Brown U, Providence, is undergoing technical adjustments to keep its operation out of the "radio communication" classification. Although there has been no official FCC announcement, it is understood an FCC field man monitoring the wired radio setup recently discovered interference resulting from harmonics, affecting radio listening in the community. The "network" is continuing operation.

MARYNELLE WILLIAMS of WRNL, Richmond, and Gil Bayek of WDRC, Hartford, have been awarded prizes of $100 each in the song-writing contest sponsored by Associated Music Publishers for staff members of stations subscribing to its Recorded Program Service. Miss Williams, pianist and continuity writer, received first prize for her original lyrics for "Let Come What May", while Mr. Bayek, announcer, wrote the prize-winning lyrics for "My Love is Gone".

Drawn for BROADCASTING by Sid Hix

Cost of Record Music Talent Is Found Above Expectations

Spelvin Finds From Early Returns in Survey That Various Agencies Are Using Recorded Music

"THE AMOUNT of money spent for musical talent on recorded programs is much higher than anyone in the industry would have guessed," Ben Selvin, vice-president of Associated Music Publishers, stated last week after analyzing preliminary returns to questionnaires sent out to advertising agencies and producers of transcriptions and phonograph records.

A musician and a member of the American Federation of Musicians of long standing, as well as a transcription company executive, Mr. Selvin was appointed by AFM's president, James C. Petrillo, to conduct a fact-finding survey of the effect of recorded music on the employment of union musicians [BROADCASTING, March 17].

Accord Sought

In the letter accompanying the questionnaires, Mr. Selvin explains: "The AFM recognizes the desirability for a general and comprehensive survey of mechanized music in order to clarify the complex workings and correlation of the general record companies, transcription companies, advertising agencies, radio stations and coin phonograph industry. . . . All of us, I sincerely feel, will benefit materially from this effort of the AFM to work toward better understanding and cooperation with the record industry as a whole in its relation to the 130,000 AFM musicians who are involved in the creation of recorded music for every phase of the entertainment business."

Transcription companies are asked the number of stations served; whether they employ a union musician as conductor, contractor, arranger, program director, turntable operator or other capacity; whether they export or import master recordings; if they sell or lease transcriptions; if they sell or lease reproducing apparatus to the subscribers to their library service; the amounts of money spent for musicians for their library services during each year from 1935 through 1940 and the sums spent for musical talent for company-produced programs during those years; the number of selections currently in the libraries and the approximate number of selections added and deleted annually, and the average size of orchestra employed.

The questionnaire addressed to advertising agencies asks the amount of money spent "direct by you and your clients for musicians in making electrical transcriptions for commercial sponsors, from 1935 through 1940", and the same question for live broadcasts during the same years, with places for reporting the answers by individual years. Agencies are also asked in what cities their transcriptions are recorded; whether their use of transcribed programs using music is increasing, decreasing or remaining the same, and how many of their programs originate live and are transcribed at the same time for supplemental use.

Some Unanswered

Several radio executives of major agencies informed BROADCASTING they have returned the questionnaires unanswered, explaining that they consider the information requested to be of a confidential nature between themselves and their clients. However, Mr. Selvin reports that in general he has received the utmost cooperation.

Forms to the coin phonograph industry and to the broadcasters will probably be mailed within the week, Mr. Selvin stated. The station letters have been delayed, he said, until he has conferred with Neville Miller, NAB president, which he expected to do late last week. Survey must be completed by the first of June so the date can be turned over to Mr. Petrillo in time for him to analyze them and draw his conclusions before he makes his annual president's report to the AFM national convention, which will meet June 9 in Seattle.

FM NET CHARTERED OPENS N. Y. OFFIC

LOOKING toward eventual est lishment of a coast-to-coast FM n work, the American Network l last Friday opened offices in t Lincoln Bldg., New York, to ca on research functions of its pre cessor FM Program Research Co mittee. Jack Latham, former adv tising executive and ex-president the American Cigar & Cigaret Co., who conducted the prelimina research, heads the New York offi

The corporation was organiz April 3 in New York after cons eration of a prospectus on FM n work development drafted by J Latham. The network project co templates stations in key citi with some 45 prospective FM st tion operators invited to partic pate. Because about a dozen of t prospective founders are identifi with newspapers, detailed plans the makeup of the proposed ne work could not be completed pen ing action by the FCC on the new paper-ownership issue.

At the FM network meetin April 3, a temporary board of d rectors was set up, comprising Joh Shepard 3d, Yankee Network chairman; Walter J. Dam WTMJ, Milwaukee; Herbert L Pettey, WHN, New York City; Go don Gray, WSJS, Winston-Sale N. C.; Harry Stone, WSM, Nash ville, and Mr. Latham.

Texas Poet

FOR MONTHS Pat Flaherty, of WOAI, San Antonio, has been reading poems of Bess O. Beeman, Austin poetess, on his daily *Good Morning* feature. A fortnight ago Pat was notified that the Texas Legislature had adopted a resolution naming Bess O. Beeman official Texas Poet of Radio, recognizing her contributions on the WOAI program.

Signal Corps Drive

SEEKING to remedy a shortage o officers in its rapidly expandin organization, the Signal Corps i canvassing all Reserve Office Training Corps units outside th Corps, as well as all reserve off cers, on or off active duty. From 1,500 to 3,000 additional officers ar being sought for Signal Corps duty It is planned to draw qualified off cers from other branches of th Army. Preference is to be given graduate electrical engineers, the officers who trained in Signal Corps work.

NYU Summer Workshop

EIGHTH annual summer radio work shop of New York U will open on Jul 1 and will continue through Aug. offering six-week course in radio writ ing and producing. Douglas Coulter assistant program director of CBS an director of the workshop, announced he would be assisted by Louella Has kins, of Chicago Teachers College, an Philip Cohen, chief of the radio proj ect of the Library of Congress. Other instructors will be Earle Lewis McGill CBS casting director; A. Murray Dwyer, CBS script writer; Lewi Ames, formerly director of broadcast for Institute of Public Affairs at U of Virginia.

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